

MOMA WEBSITE REALIGNMENT

Responsive web design
Process Book

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GDVX 770 - User-centered Strategy and Process

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About this project

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 NewYork.

MoMA Design Store websites needs clear viewing of content and ease of use for users. The current website does little to convey the strength of products offering. Understanding human behaviour while browsing MoMA website or while making a purchase is important aspect of this project.

This project proposes the realignment of cite strategic objectives and user needs as reasons to consider for a site overhaul.

Contents

1. Research

2. Analysis

3. Design

4. Implement

1

Research

Project Overview

Client Name: MOMA design store website - www.store.moma.org

Project: website realignment

Date: October - November, 2018

Project management tool: Base Camp

The goal for this project is to **research and do methodological practices related to user-centered design**. Explore a range of iterative processes in the validation of assumptions and solutions. To effectively communicate parameters and design solutions through written specifications.

The focus of the project is to enhance my skills of **Project management, Product design and also HTML and CSS coding** for an amazing website experience with other team members.

I worked with Levina, Yanbing, Jun and Flora to research, ideate, design, and prototype for the realignment of MoMA website.

Subject

MoMA Design Store website has classic modern and cutting edge design products for all age group, including items produced exclusively for the Museum of Modern Art New York, which is one of the world's most famous art museum. The unique selling point of MoMA design store is its diverse design assortments which goes through meticulous evaluation process.

Challenge

Because of its successes in the past few years MoMA's consumer base has grown to be a lot more mainstream. The Goal of online realignment was to **better serve their growing and diverse audience and also improve the perception of the brand.**

***Initial Statement of work proposes
a realignment of the MoMA Design Store
website in five areas:***

1. Fortifying uniqueness of MoMA Design Store.
2. Building a connection to the museum and physical store.
3. Customizing the website for different types of users.
4. Creating better registration and membership interface.
5. Rearranging categorization.

Research and findings

MOMA stands for Museum Of Modern Art (New York City, NY, USA)

MOMA DESIGN STORE

Museum of Modern Art's gift shop selling cutting-edge kitchenware, prints, books, jewelry & more.

Located in: The Museum of Modern Art

Address: 44 W 53rd St, New York, NY 10019

Hours:

Thursday 10AM–6:30PM

Friday 10AM–9PM

Saturday 10AM–6:30PM

Sunday 10AM–6:30PM

Monday 10AM–6:30PM

Tuesday 10AM–6:30PM

Wednesday 10AM–6:30PM

Phone: (212) 767-1050

Why open only till 6.30?

More locations:

- Museum Store, NYC
- Design Store, 53rd St. NYC
- Design Store, Soho NYC
- Design Store, Tokyo
- Design Store, Kyoto
- Japan Online Store

At MoMA Design Store, you'll find classics of yesterday and today, from humble masterpieces to transformation technologies. Design that elevates the everyday.

In 1932, MoMA was the first art museum to establish a curatorial department dedicated to Architecture and Design. As an extension of the Museum's educational mission, MoMA Design Store exemplifies good design with a discerning selection of design objects highlighting the latest in materials, production and concepts from around the world. Every piece you'll find at our stores has been reviewed and approved by MoMA's curators. Some are represented in the Museum's collection. Many are MoMA exclusives.

Come inside. Discover the world's most inspiring design objects.

MOMA DESIGN STORE ONLINE

<https://store.moma.org>

FACEBOOK PAGE LINK

<https://www.facebook.com/momadestore/>

YOUTUBE PAGE LINK - 615 SUBSCRIBERS

<https://www.youtube.com/user/SHOPMoMA/featured>

PINTEREST PAGE LINK

<https://in.pinterest.com/momadestore/>

108.3k monthly unique viewers

41,219 followers

INSTAGRAM LINK

<https://www.instagram.com/momadestore/>

1,263 posts

79.9k followers

678 following

WHAT MAKES MOMA DIFFERENT

Our point of view is uniquely informed by MoMA's historical relationship to design.

In 1932, The Museum of Modern Art established the world's first curatorial department devoted to architecture and design. MoMA has long recognized design's important role in our culture alongside more traditional mediums like painting and sculpture.

MOMA'S SELECTION PROCESS IS UNLIKE ANY OTHER.

First, we assess a potential new product against our design filters, a set of 8 criteria that we use to ensure every item is a good fit with our vision of good design. Next, each proposed product is evaluated by MoMA's curatorial department. Only those items that make it through these two steps successfully can become part of our assortment.

Design Filters

1. IN OR RELATED TO MOMA'S COLLECTION

The Museum of Modern Art established the world's first curatorial department devoted to architecture and design. MoMA Design Store carries a selection of design objects from that collection. We only offer authorized versions in the colors and materials selected by the original designers. MoMA's design collection —is ever-changing, a reflection of the evolving field of design itself.

2. IN OR RELATED TO MOMA EXHIBITIONS

The Museum of Modern Art has revolutionized what a museum exhibition can be. MoMA has sought to document and respond to important developments in the field of design as they happen. As MoMA continues to innovate and lead at the forefront of art and design exhibitions, MoMA Design Store mirrors that spirit of exploration by discovering ever-new and original products, many seen for the first time in MoMA Exhibitions.

3. INNOVATIVE MATERIALS

The Museum of Modern Art has always been attuned to the close relationship between design and materials—and seeks to represent ways designers employ new materials and technology to improve an object's function. MoMA Design Store offers products that reflect new advancements in the materials designers are using at the moment they emerge.

4. INNOVATIVE FUNCTION

Function plays a large role in defining good design. When designers look at an object, they don't just consider its aesthetic appearance—they should also challenge it to be more versatile, to respond to the user's need, or to achieve its purpose more elegantly. Good design has the capacity to solve problems that sometimes we didn't even know we had. This is one of the ways design touches and enriches our everyday life.

5. INNOVATIVE TECHNOLOGY

At MoMA Design Store, we offer the most cutting-edge products that use tech to enhance everyday life. Every item that is selected is product-tested using real-life scenarios, and reviewed by MoMA design curators to ensure that it passes our ultimate litmus test: Is this design truly useful? If it didn't exist, would the world miss it?

6. EDUCATIONAL DESIGN FOR CHILDREN

MoMA Design Store shares the Museum's educational mission through a commitment to well-designed children's products. We collaborate with the MoMA's educational and curatorial departments to provide the best tools for encouraging learning through play and the development of creativity.

7. TEXTILE INNOVATION

MoMA's selection of contemporary textiles represents designers from around the world. Although these textiles are rooted in craft traditions, the use of unconventional techniques and materials infuses them with a modern spirit, reflecting the Museum's commitment to innovation and good design.

8. ICONS OF DESIGN

The buying team for MoMA Design Store embraces the same spirit of modernism upon which the Museum's architecture and design department— first of its kind anywhere in the world—was founded. Our selection starts with designers and manufacturers that were integral to the establishment of modern design, and whose iconic designs remain relevant today.

Our point of view is uniquely informed by MoMA's historical relationship to design.

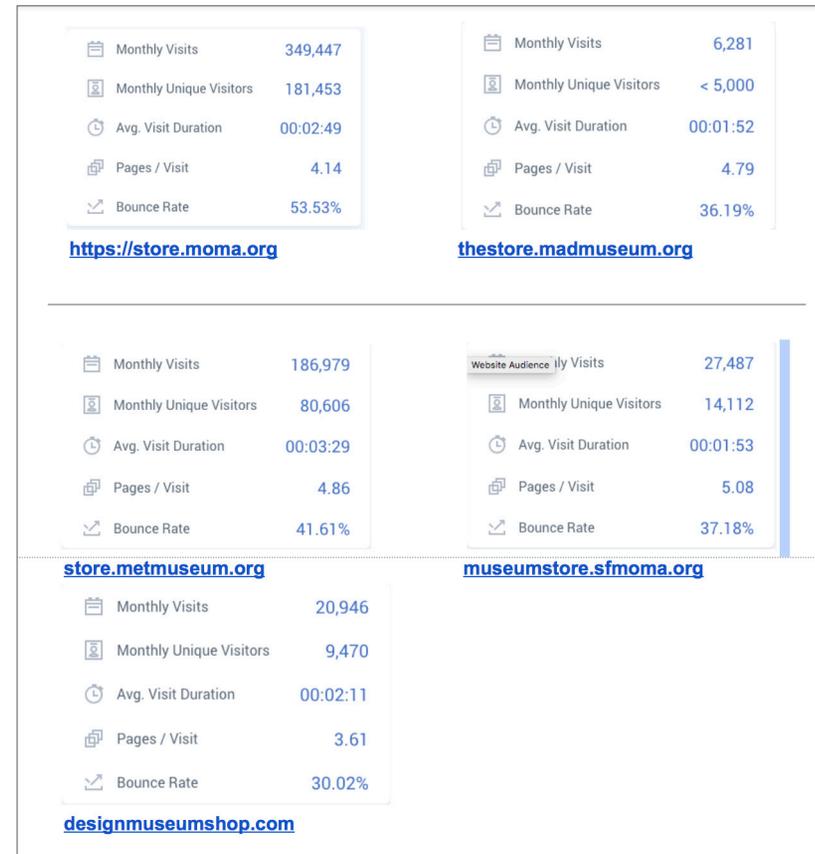
Data analysis

The Bounce Rate is as high as 53.53%, which means there are 53 people opened this website then they closed it immediately. We compared with five museum store, and try to find the difference with bounce rate.

Moma store has the highest bounce rate among the five stores, which means the homepage of Moma design store has the lowest user retention rate.

POTENTIAL REASONS WITH HIGHEST BOUNCE RATE.

- The top of the content cannot attract the user.
- The user cannot find the find good that they really want to buy.
- The sales strategy cannot touch on the user's heart.
- Bad instruction in homepage.
- The users are not interested in Moma design store.



DIG DEEPER THE BOUNCE RATE IN MOMA DESIGN STORE, WE FOUND A FEW INTERESTING POINTS.

The bounce rate of three channels that from the main traffic sources, is a little bit high. Ignore the not important channels, the most traffic is from the Direct, Referrals, and Organic search.

Direct: 43.24%. Referrals: 39.85%. Organic search: 33.08%.

In my used experienced work, an excellent range of bounce rate is about 25% to 30%.



Things we can offer in front of our goals

- **Understand how customers shop and how they can be lured away**
- **Customer shopping behaviors and preferences**
- 68% of respondents, usually starts shopping on channels like **Google Search, online ads, or other e-tailers.**
- To attract Open-Search Shoppers, marketers must hit key channels with the right message.
- To reach Comparison Shoppers, e-commerce companies need to **highlight the factors that drive the segment to e-tailers**
 - Low prices
 - In-store pickup
 - Product information
 - It's well known that e-commerce's primary value drivers are its **free shipping, huge product selection, and low prices.**
- We first need to divide consumers into groups based on how the company factors into their shopping process. Must plan their strategies around capturing customers at the key moments they break away from the e-tailer, whether that's during the initial product search stage, or when shoppers compare prices before checkout.
- **Open-Search Shoppers.** These consumers start their online purchase journeys on search engines. Targeting these shoppers at the right moment in the right channels, with messaging that highlights what the segment cares about in online shopping, will allow retailers to grab their attention.
- **Comparison Shoppers.** Shoppers in this segment find the product they want, but then look at other retailers to try to find better options, prices, and more. But only if they find ways to offer what they're looking for and present it in a way that will effectively capture their interest.
- E-commerce companies can better attract Open-Search Shoppers by highlighting the top reasons that drive the segment to shop

PROVIDERS SHOULD ACCENTUATE THE "FOUR P'S" BELOW:

- **Products.** A small majority of Open-Search Shoppers (59%) who shop at other e-tailers say they do so to buy products Amazon doesn't carry.
- **Prices.** Just over 1 in 2 Open-Search Shoppers (52%) who shop at other e-tailers do so to get the best prices on products they want to buy.
- **Positioning.** Twenty-seven percent of Open-Search Shoppers who patronize sites besides Amazon do so because they see products on non-Amazon sites first.
- **Physical stores.** Twenty-one percent of Open-Search Shoppers who leave Amazon do so to get items in a physical store.

- **Use to grow awareness and traffic by focusing on customer needs and behaviors**
- **Focus on mobile to grow organically in search listings.**
- **Use Actions to get ahead in Google Shopping.**

• **Get creative with text ads.** In addition to bidding for more common terms, marketplaces can also take a lesson from top brands by focusing on words related to consumer education. For example, a report by Gartner L2 shared that Tide focuses on educational search terms such as "how to do laundry" to grow awareness. The report shared that 45% of results on unbranded laundry search terms like "detergent" link to product pages on Amazon, compared with only 1% of search terms related to using the product, like "how to wash clothes." By coordinating with brands to develop "how to" pages and bidding on search terms, e-commerce companies can gain another edge over Amazon in attracting commerce-minded customers to their sites.

- e-tailer is putting greater emphasis on on-site ads that link to the site, Make price promises work to attract price-conscious customers
- Pioneer personalization approaches to serve customers better product recommendations.
- Personalization is key to growing email open rates
- Social networks like Facebook, Instagram, and Snapchat make up an increasingly important channel providers must hit in order to attract Open- Search Shoppers.
- Higher visibility of user-created content over advertising

FACTORS COMPARISON SHOPPERS ARE LOOKING FOR

- **Lower prices.**
- **The option to get the product in-store.**
- **Better product information.**

- e-tailers should invest heavily in their ability to offer **free and fast delivery**. To win otherwise equal comparisons, e-tailers should also consider giving consumers the option to select what company delivers their order (20%) and the ability to see reviews from family and friends (10%). **Technology driven offerings like chatbots, visual search, virtual reality (VR), and augmented reality (AR) move the needle too, but less so.**
- **Offer unique discounts and promotions to win Comparison Shoppers**
- **Provide pickup discounts**
- **Have a dynamic pricing tool**
- **Use promotions with gamification**
- **Offer discounts in exchange for repeat purchases**

Retailers should utilize tools like geolocation to identify what stores are closest to a consumer, and employ radio frequency identification (RFID) tags or an alternative in their inventory management to inform online shoppers of which aisle a product is located in.

FEATURE PRODUCT INFORMATION MOST RELEVANT TO A SPECIFIC CATEGORY.

Instead of providing the same details and layout for all products, customize these based on category. For example, e-tailers could offer videos and images for furniture and apparel, reviews from critics and consumers for books and movies, and instruction overviews for electronics. E-tailers still need to provide basic product information but having unique sections for each category will better cater to Comparison Shoppers' needs by increasing the chances of answering questions they have, in turn locking in their purchases. This is not a common practice, likely because e-tailers want to provide a consistent experience, but the functional value of customized product information may outweigh familiarity.

INTEGRATE SOCIAL MEDIA MENTIONS OF AN ITEM OR BRAND INTO THE PRODUCT PAGE.

Fifty-seven percent of consumers said social media influences their shopping, according to a study from Yes Lifecycle Marketing, and 30% found it useful in research. Including a section that displays social media mentions of the product and brand could help e-tailers tap into this influence by revealing new information that a consumer wouldn't have found elsewhere. It may also give the shopper the sense that other people have bought the product before, potentially moving them to make the purchase. If e-tailers and brands are concerned about negative information popping up, filtering words and employing moderators could help avoid the problem.

INCREASE FOCUS ON AFFILIATE MARKETING. E-tailers must also be prepared to reach consumers with product information when Comparison Shoppers look to third-party content about a product, and affiliate marketing is a key part of that process as it gets ad links into such pages. E-tailers should invest in their affiliate marketing process so they are able to provide more data to publishers to incentivize them to choose their ad links, or work with a thirdparty platform like Narrativ to help in the process. This is key for competing with Amazon, as such referrals generated nearly 8.2% of its traffic in May 2018, almost the same proportion as social and email combined, garnering millions of visits, according to SimilarWeb.

PRODUCT DETAIL PAGE (PDP)

personalize the page layout, as Monetate has done with Office Depot by using machine learning to analyze consumer data and select what information to present for each individual shopper. Having various sections appear first based on consumer data can help present the information shoppers care most about but considering what channel they come from is key.

<http://info.monetate.com/rs/092-TQN-434/images/Case-Study-Office-Depot-Individual-Fit-Experiences.pdf>

create a unique shopping experience and provide value to shopping with a specific retailer. Features like AR for furniture from Wayfair

<https://techcrunch.com/2018/03/20/wayfairs-android-app-now-lets-you-shop-for-furniture-using-augmented-reality/>

HAVE A FLEXIBLE AND INDIVIDUALIZED SHOPPING EXPERIENCE. An e-tailer's website should be immediately personalized to each shopper, avoiding treating new and infrequent shoppers as strangers, according to Clarkson. Using first-party data, if available from prior usage, and third-party data, etailers can immediately serve shoppers relevant products and recommendations, creating a welcoming and personalized experience, and potentially helping them find what they're looking for right away. Nivea, a personal care brand, saw its transactions jump 150% on Alibaba when it created different storefronts for first-time visitors, new buyers, and returning shoppers, and e tailers would do well to employ this tactic on a large scale, especially for Amazon Loyalists.

CUSTOMIZATION STRATEGY

- **Follow and utilize advancements in webcam technology**
- **Combine web search technologies with delivery logistics to deliver precise items viewed on Web**
- **Develop build-to-order technical capabilities.**
- **Offer inexpensive products that lend themselves to repeat purchasing.**
- **Build reputation for quality and reliability.**

Our assortment, like the pieces in MoMA's Architecture and Design Department, is item driven. We identify a particular design object that epitomizes an important movement, collection, or designer rather than creating a complete catalog of every item of a movement, collection, or artist.

We actively work to democratize good design at every price point. From the Butterup Knife to the WaterRower Rowing Machine and everything in between, our goal is to make design accessible to as wide an audience as possible.

Every purchase you make supports MoMA's educational programs. Learn more link not working on this page
Every year, we engage with over one million people through our programming in the Museum, in all five of New York City's boroughs, and around the world.

ONLINE CATALOGUE LINK

<http://catalog.store.moma.org/moma-design-store-online-catalog-3/page/44-45>

WHOLESALE CATALOGUE LINK

<http://catalog.store.moma.org/moma-wholesale-catalog-2018/page/1>

Wholesale catalogue link

<https://www.moma.org>

MOMA website link

<https://www.moma.org>

Customer Service

<https://store.moma.org/moma-store-customer-service>

What it takes to get into MoMA's Design Store

<https://www.fastcompany.com/90174080/what-it-takes-to-get-into-momas-design-store>

- Having a product carried by the MoMA Design Store has long been a career-defining achievement for designers.

WHAT ARE IN MOMA'S DESIGN STORE?

Historic vs. Contemporary

Collectible vs. disposable

Functional vs. frivolous

EMMANUEL PLAT, DIRECTOR OF MERCHANDISE

- **Every item carried at the MoMA Design Store undergoes a rigorous eight-part vetting process.**
- Judge each design according to how iconic it is, along with how it relates to MoMA's collections, and whether it has featured in a past or present exhibition. Aside from cultural significance, there's also the consideration of a design's innovative approach to function, materials, textiles, and technology. Finally, they also consider the object's educational merit for kids.

CHAY COSTELLO, ASSOCIATE DIRECTOR OF MERCHANDISE OF MOMA RETAIL'S

- The museum itself opened in 1929
- Within four months of its opening, there were retail operations in the lobby.
- **People want to take some token of the experience home with them**

EMMANUEL PLAT

- **The last few years there's definitely an appetite for objects that are more decorative—items that are simply nice, really well-crafted products**
- **People are not so interested in this [desk objects] anymore."**
- **Conversation pieces and engaging, game-like items are popular.**
- **Small gifts and items priced at the lower end will be included in moderation.**

MoMA Design Store's Home page is not a Home page

- “Home” is actually a category of product page.

WHAT IS MOMA'S DESIGN STORE GOAL RIGHT NOW?

- Kids Education
- Reduce the admission fee for the museum
- Show the history of the MoMA museum and inform its future direction.
- More to add...
- What can become their future goals?
- The website is for different audiences
- Right now it seems like for everyone with no difference.
- We can improve the website by giving a customized experience to different users.

AUDIENCES

- Teachers
- Family
- Influencer
- Designer
- Art student
- Art lover

KEYWORDS TO THINK ABOUT

- Uniqueness of the products
- Future Designer discount
- Onlooker to purchaser
- Influencer
- Lifestyle
- Goals

INDOOR SHOP GETS MORE SALE THAN WEBSITE

MOMA FUTURE DESIGNER PROGRAM

- This is a program we may add to MoMA designer program in the future to encourage young designers to submit their works to the museum and sell to the public.
- Check MoMA's standard for its design store first
- What gets updated?
- What is connected to this product?

MoMA Store Current Website Screenshot

Home page

MoMA Design Store

Search | Sign In | Cart

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale

Exclusive Launch

New Roland Kiyola Pianos

This wildly popular design is now available in new finishes: black-stained oak (shown) and walnut, available online only.

Shop Now



New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale



HAY Soft Edge P10 Chairs

New versions of the popular everyrises, stackable chairs, made in Denmark. Only \$175 each.

Shop Now



Hightide Desktop Tools

This Japanese brand with a cult following makes desk accessories that are as fun as they are useful.

Shop Now



MUJI Kitchen Appliances

These designs are distinguished by Naoto Fukusawa's signature clean aesthetic.

Shop Now

Best Sellers

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale



KAWA Holiday Cards (Box of 12)



Blomus Planto Stainless Steel Watering Can



Champion Crewneck Sweatshirt - MoMA Edition



Modern Women Ornaments Set



Snowy Pine Holiday Cards



Holly Wreath Holiday Cards

Shop All

Free Shipping for Members

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale

Learn About Memberships



Discover what sets MoMA Design Store apart.

Do you know how we choose products for MoMA Design Store? Or what informs our unique point of view? Discover what sets MoMA Design Store apart in our What Makes Us Different story.

Learn More About Us



New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale



See how your purchase supports the Museum of Modern Art.

Watch the Video

Get Email Updates

Enter your email for news and special offers

Sign Up

Help + Info | About Us | Our Stores | 24/7

Shipping | Returns | My Account | Gift Cards | Gift Wrap

Design Store, NYC | Design Store, Tokyo | Design Store, Kyoto | Japan Online Store

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Visit MoMA.org

What makes MoMA different

Members have access to free shipping and up to 20% off. [Learn More](#)

Search **MoMA Design Store** Sign In Cart

New Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale

World Design Store | The Difference

What Makes Us Different

Sign up and Save \$10 on orders of \$100 or more. Not for sale in some states. Excludes some products. MoMA exclusives, special offers, events and more!

Enter your email [Sign Up](#)

Our point of view is uniquely informed by MoMA's historical relationship to design.

In 1932, The Museum of Modern Art established the world's first curatorial department devoted to architecture and design. MoMA has long recognized design's important role in our culture alongside more traditional mediums like painting and sculpture.

Our selection process is unlike any other.

First, we assess a potential new product against our design filters, a set of 8 criteria that we use to judge every item to a grade.

Q [New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books Kids Gifts Holiday Sale](#)

make it through these two steps successfully can become part of our assortment.

[Explore Our Design Filters](#)

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We identify a particular design object that epitomizes an important movement, collection, or designer rather than creating a complete catalog of every item of a movement, collection, or artist.

Q [New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books Kids Gifts Holiday Sale](#)

We actively work to democratize good design at every price point.

From the *Bulldog* to the *Ballpoint*, *Boiling Machine*, and everything in between, our goal is to make design accessible to as wide an audience as possible.

Q [New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books Kids Gifts Holiday Sale](#)

Every purchase you make supports MoMA's educational programs.

Every year, we engage with over one million

Q [New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books Kids Gifts Holiday Sale](#)

[Learn More](#)

In The Collection

Just Launched

Exclusives

Q [New Home](#) [Kitchen & Dining](#) [Office Tech](#) [Jewelry & Accessories](#) [Prints & Artists](#) [Books Kids Gifts Holiday Sale](#)

Enter your email [Sign Up](#)

See how your purchase supports the Museum of Modern Art.

[Watch the Video](#)

Get Email Updates

Enter your email for news and special offers [Sign Up](#)

Help + Info About Us Our Stores 24/7
 Customer Service Why We're Different Store Events 1.800.851.4009
 Returns Design Store, Tokyo
 My Account Design Store, Kyoto
 Gift Cards Japan Online Store
 Gift Wrap

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[Visit MoMA.org](#)

2

Analysis

Problems to solve/improve

- Increase Youtube subscribers.
- Connect Instagram account to website.
- Increase user retention rate for home page.
- Increase primary value drivers such as free shipping, huge product selection, and low prices.
- e-tailers should invest heavily in their ability to offer free and fast delivery. To win otherwise equal comparisons, e-tailers should also consider giving consumers the option to select what company delivers their order (20%) and the ability to see reviews from family and friends (10%). Technology driven offerings like chatbots, visual search, virtual reality (VR), and augmented reality (AR) move the needle too, but less so.
- Offer unique discounts and promotions to win Comparison Shoppers
- Provide pickup discounts
- Have a dynamic pricing tool
- Use promotions with gamification
- Offer discounts in exchange for repeat purchases
- Conversation pieces and engaging, game-like items are popular.
- Less sales on website than physical store.
- Define the uniqueness of MoMA Design Store
- Build the connection between online and offline experience (not just shopping).
- Easy access to the background story of the products
- Realignment of the information hierarchy
- Make it easier to share the shopping experience
- Easy access to membership information
- No price listd on home page
- Indifference of audience type

Our Goals

- Build connection between the online and offline museum experience
- Give our consumer a good reason to purchase in MoMA design store
- Bring more people to the website
- Improve the user experience
- Customize the website for different types of audiences

SWOT analysis in current Moma design store

* SWOT ANALYSIS IS A USEFUL TECHNIQUE FOR UNDERSTANDING YOUR STRENGTHS AND WEAKNESSES, AND FOR IDENTIFYING BOTH THE OPPORTUNITIES OPEN TO YOU AND THE THREATS YOU FACE.

Nice quality of content (goods, picture, design...)	Clear Information architecture in navigation.	Too much peripheral information in process of the sign-up.	Hard to share the information of goods with other people.
Moma design DNA inheritance.	Purchase with no Log in.	Weak Search function.	Low user activity
	Nice feedback system.	The weak link of the museum.	The process of join membership is hard to find.
		Messy information hierarchy in account page.	The low recommendation on Homepage.
		Messy information hierarchy in the detail page.	Low sales strategy.
			Low user activity
STRENGTH		WEAKNESS	
OPPORTUNITY		THREATS	
Easy to share. (Social Media, Like button)	Highlight Educational programming that is Moma design store mission.	Content upgrade.	updataing...
Improve the interaction system.			
Improve information hierarchy.	Improve sales strategy.		
Improve the visual hierarchy.	Get more user in membership.		

STRENGTH

Nice quality of content (goods, picture, design...)

Clear Information architecture in navigation.

- All of the tags in the navigation can support most user needs.
- Hover each tag can find the different subtitle.

Moma design DNA inheritance.

- The Moma design store inherits the design style from Moma.org.
- Increased brand recognition for Moma design store.

Purchase with no Log in.

- Easy to purchase without login.
- Decreased the process of user purchase.

Nice feedback system.

- Build connection between the online and offline museum experience
 - Give our consumer a good reason to purchase in MoMA design store
 - Bring more people to the website
 - Improve the user experience
 - Customize the website for different types of audiences
-

OPPORTUNITY

Highlight Educational programming that is Moma design store mission.

Every purchase you make supports MoMA's educational programs.

Improve sales strategy.

Get more user in membership.

**Easy to share. (Social Media, Like button)
Improve the interaction system.**

Improve information hierarchy.

Improve the visual hierarchy.

WEAKNESS

Weak Search function.

- Hard to find the search function, while user browsing those pages.

The weak link of the museum.

- Can not find the connection with Moma.org in most pages.

Messy information hierarchy in the detail page.

- The part of pricing is hard to understand.
- Low information with description and details.
(Decreased the willingness of users to purchase products)

The process of join membership is hard to find.

- Increased the difficulty of join memberships.

The low recommendation on Homepage.

- Can not get more recommendation in homepage.

Low sales strategy.

- Low sales information update.
- Low sales connection with Moma.org.

Too much peripheral information in process of the sign-up.

Low interaction feedback.

- The block of functions and items are hard to interact while the users hover on the block.

Hard to share the information of goods with other people.

- Only have two ways (Facebook, Pinterest) to share the information with other people.

Messy information hierarchy in my account page.

- The navigation of my account page is hard to understand.

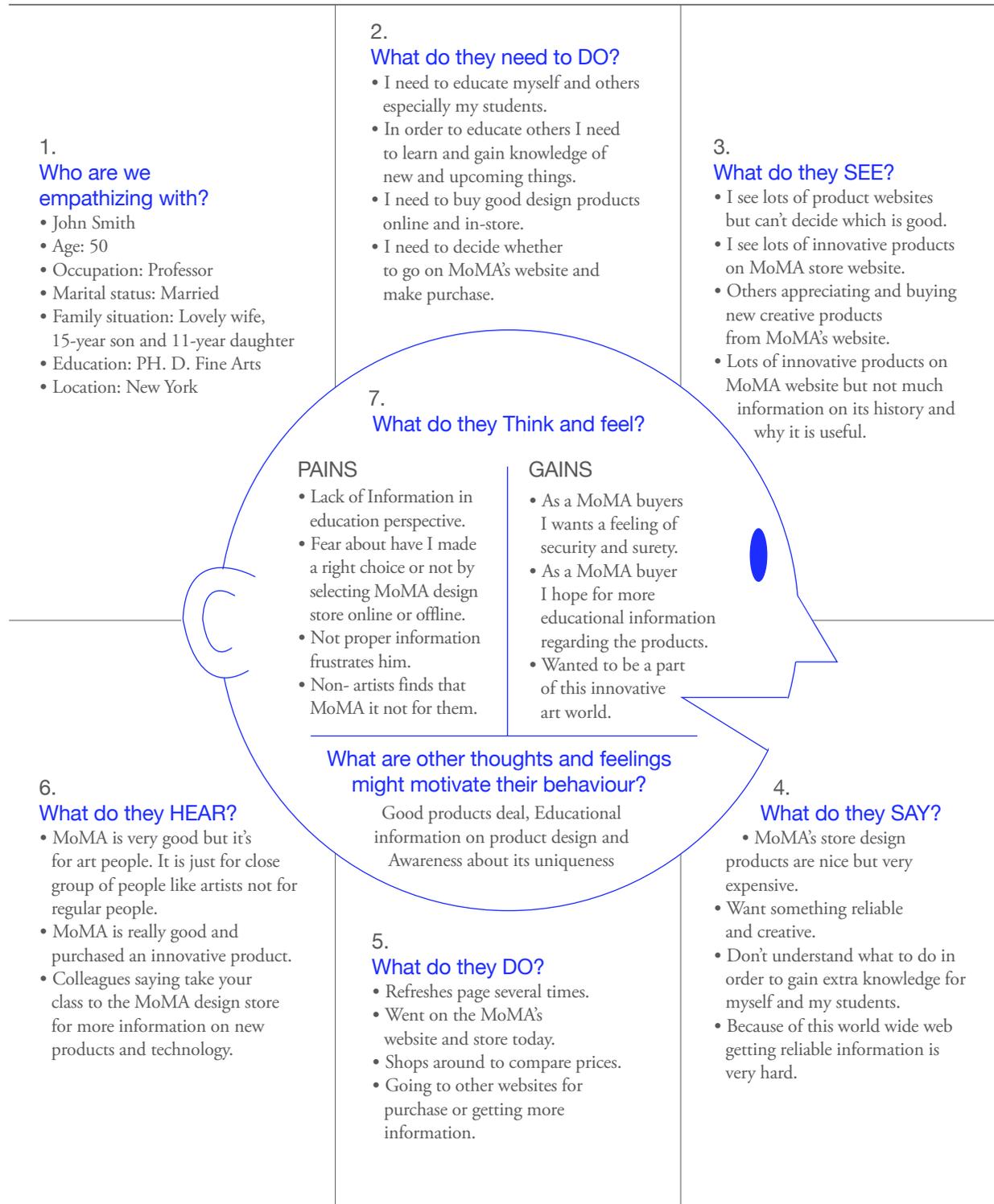
Low user activity

- Can not find any user review in each detail page, even Moma design store has a function to write down the user review.
-

THREATS

Content upgrade and updating...

Empathy Map - JOHN SMITH - PROFESSOR



Empathy Map - VIOLET THUNDERCLOUD -UNEMPLOYED

1. Who are we empathizing with?

- Violet Thundercloud
- Age: 21
- Occupation: Unemployed
- Marital status: Single
- Family situation: Parents, one younger brother
- Education: College student
- Location: Originally from Florida, currently in Kyoto, Japan as an exchange student

2. What do they need to DO?

- I am waiting for my next pay check.
- I am regularly visiting my favourite artist's page on the website.

3. What do they SEE?

- Oh wow! They got new collaboration goods with Kusama Yayoi. That's awesome!
- Their price is little expensive though.
- They have too many creative products..

7. What do they Think and feel?

PAINS

- Why they are all pricey? Is there any specific reason?
- Why is this item so hard to find?
- When is the expected delivery date?
- I don't want to see interior stuff in my browser.

GAINS

- I want to visit MoMA museum for this winter vacation!
- Does MoMA have any store event that I can participate?
- I don't think the web site is related to MoMA museum that much.

What are other thoughts and feelings might motivate their behaviour?

The products are expensive.
Finding the right products takes a long time

6. What do they HEAR?

- They have other locations in Japan too.
- The items in MoMA store is good for presents.
- There are some cool exhibition going on now in MoMA museum in NewYork.
- Few friends visited MoMA museum and they said it was really cool.

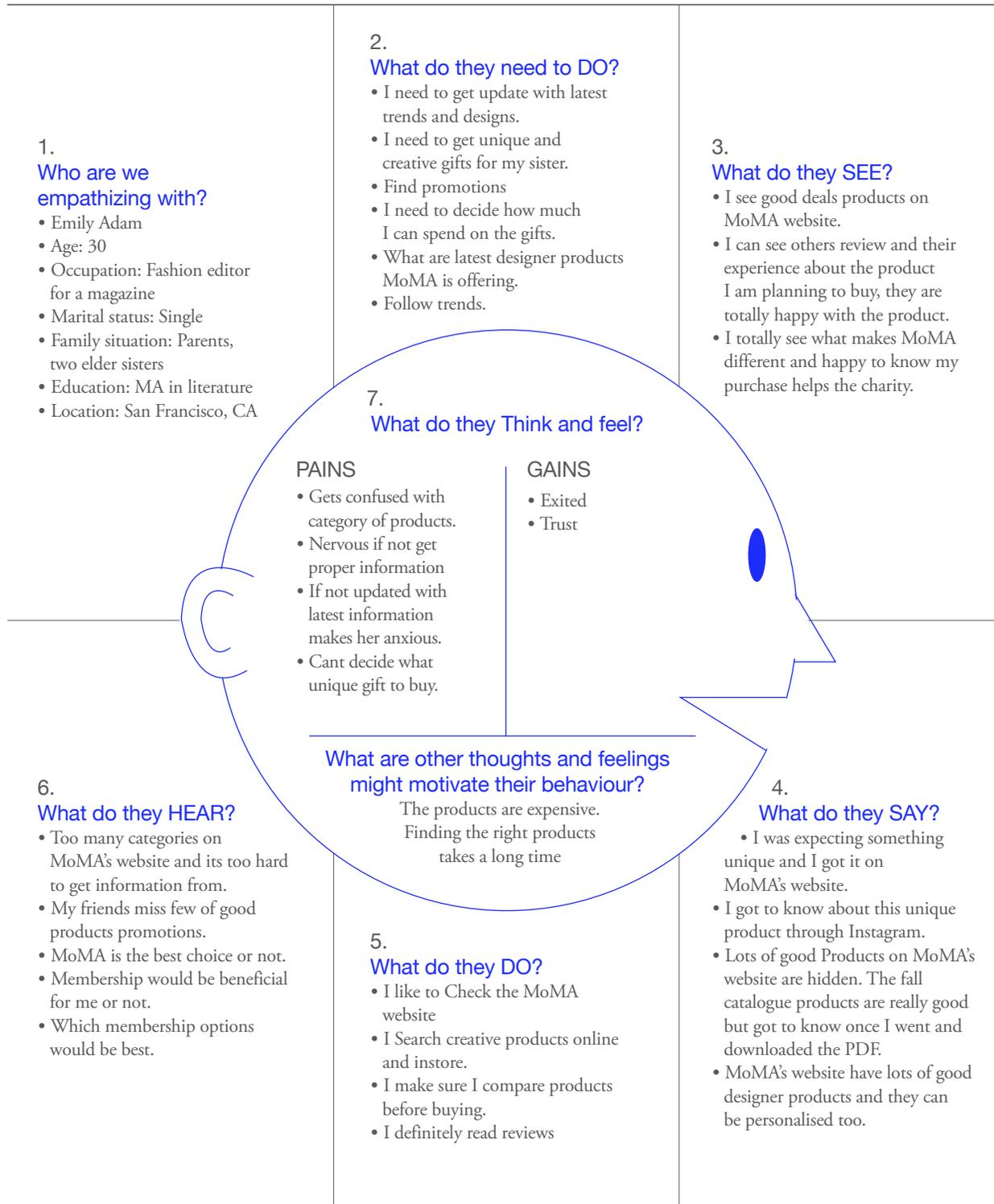
5. What do they DO?

- I am putting this item to my wishlist.
- I showed this item to friends who are also interested in artist's goods.
- I want to get notification for my favourite artists and designers.
- Wants to get notification for promotions and sales.
- I am saving my money to buy my favourite artist's book.

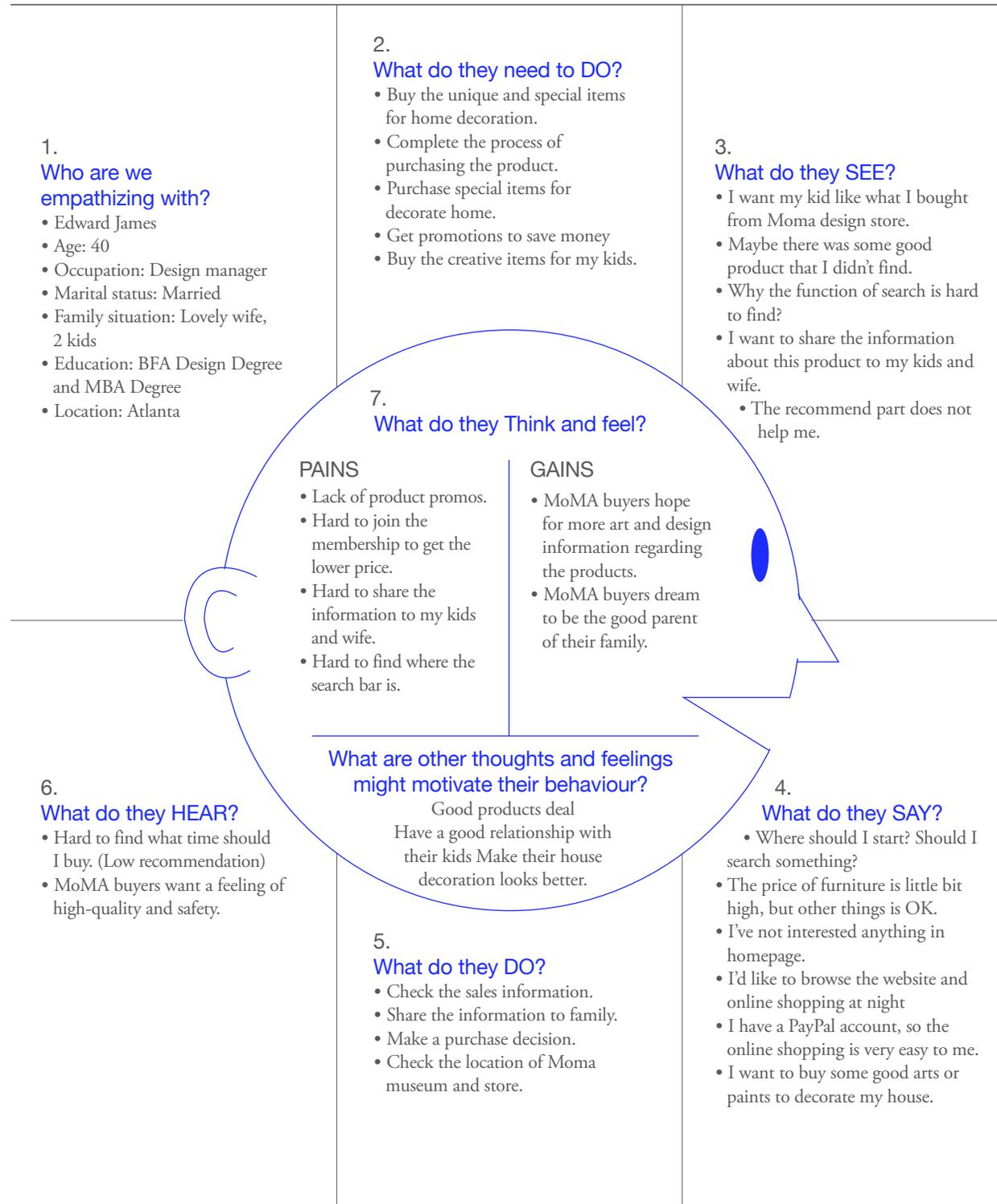
4. What do they SAY?

- MoMA Design Store has really unique goods. I love it!
- I don't remember the designer's name but there was a cool watch last time.
- Maybe I can order from MoMA Japan online store.
- It is great that they have stores in Japan too.

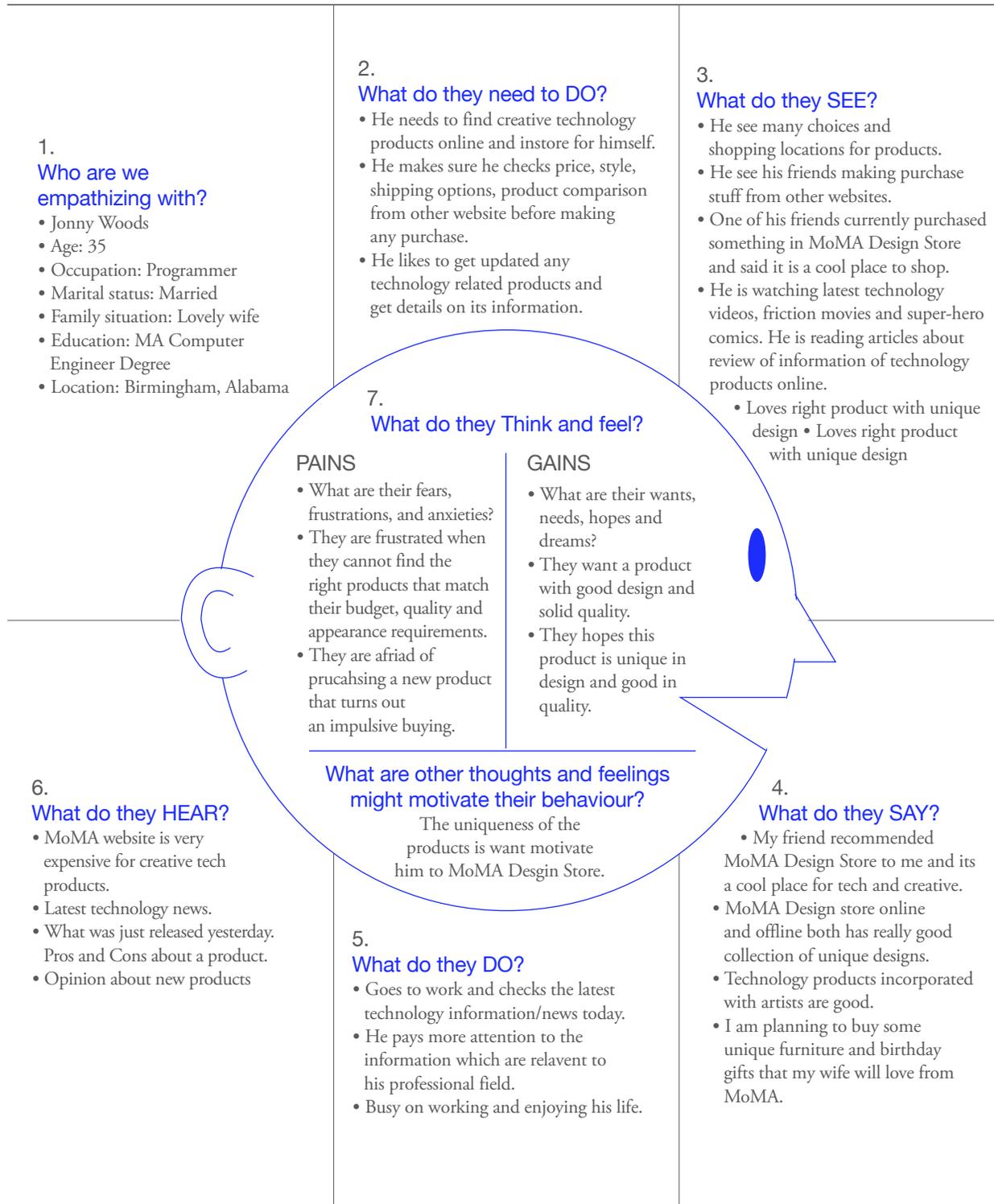
Empathy Map - EMILY ADAM - FASHION EDITOR

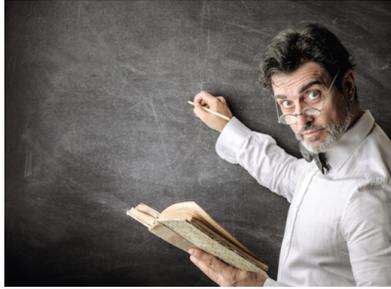


Empathy Map - EDWARD JAMES - FATHER



Empathy Map - JOHNNY WOODS -PROGRAMMER





JOHN SMITH

Age: 50

Occupation: Professor

Marital status: Married

Family situation: Lovely wife, 15-year son and 11-year daughter

Education: PH. D. Fine Arts

Location: New York

Behaviours/Attitudes

Always looking for ways and medium where he can educate his students in the field of design and creativity. Creative products fascinate him and because of the growing technology he is eager to know how these products are made. As a curious researcher he is interested in knowing the history of the products and the way it is designed in a particular way. Follows designs of his favourite artists on social media. Loves shopping online but prefers a physical store as he don't like to get something new and arty without experiencing it.

Technical Proficiency

John is not a pro in using tech, but he knows how to get information through this world wide web. Constantly searching online, new exiting things that he can teach or take his students for more experience and knowledge, like a Study tour.

Likes and Dislikes

John Likes to go and explore new websites and stores related to art. He thinks that websites act as a great communication and marketing tool. Current ongoing exhibitions and events information he gets through website. Lack of awareness related to art and design as it's a very closed group of people. When his students cannot explore much in the field of product design.

User story

John teaches Fine art on a regular basis and have started teaching a class called innovative product design this semester which generally comes after every 2 years. In this growing technology he wants to be updated and wanted to make sure he can teach his students maximum and what is new in the field. As a curious one he will first go to the famous and known institutions for product design like MoMA. But he is looking for an in-depth knowledge which he can take his students or himself can experience it. He looked through lots of websites for information and has yet to decide. But after a long struggle he finalizes MoMA website and store as his inspiration. As MoMA provided John with all the information about latest events and exhibition he must be interested in. They also arranged an in-store study tour for his students which will be focusing on giving information on the latest products and its history. He is looking forward more such interesting things in the near future from MoMA both online and the store.

Goals/Motivations

- Promote product design
- Arrange study trips
- Gain and spread knowledge

“Anything related to Art and design motivates me and I look forward for it.”



VIOLET THUNDERCLOUD

Age: 21

Occupation: College student Marital status: Single

Family situation: Parents, one younger brother

Education: BFA in industrial design

Location: Kyoto, Japan, Originally from Florida

Behaviours/Attitudes

Violet is a frequent online shopper. She also loves to find unique and creative goods from MoMA design store. The web site has several artists collaboration goods that Violet really like so she regularly checks this page especially to see if there is anything she want to get. She is also sensitive to trend and willing to shop many different artists goods and brands.

Technical Proficiency

Being a college student, Violet brings laptop with her everytime. She sometimes use desk top at home but mostly browse and shop through her lap top. She is a generation that grew up with technology so she is very comfortable with searching informations via web.

Likes and Dislikes

Violet enjoys meeting new people. She is very interested in current ongoing exhibitions and events information she gets through her freidns or websites. Since she can not afford too much expense on shopping, she likes to look for a sale to find the cheapest deal. However, Violet does not like websites with disorganized categories that she needs to struggle to find a information. She is also confused when she is looking for an artist's goods and there are lack of the information of the artist.

User story

Violet is an american exchange student currently staying in Kyoto, Japan. It's been 4 months since she moved to Kyoto to study industrial design. Few days ago, she came to know this delightful news that there is one MoMA design store in Kyoto as well. Violet enjoys online shopping in MoMA design store since they have unique selection of goods and especially one of a kind artist's goods. Price range is little bit high for students but they sometimes have seasonal promotions or you can find some good items in sale section. Originally from Florida, she always wanted to visit MoMA museum and their design store in New York even when she was in America. She is planning to visit the store in Kyoto with her friends this weekend. She is wondering if she can pick up goods directly from store in Japan if she orders online. Also she wants to ask if there is any events or workshops that she and her friends can participate since she could not find much information from the website.

Goals/Motivations

- Find good promotions & Sales
- Get the fastest delivery
- Obtain other information about the museum exhibitions & events
- Have a visual accuracy of an item from the web site

“I love artist collaborated goods and they are only in MoMA design store.”



EMILY ADAM

Age: 30

Occupation: Fashion editor for magazine Marital status: Married

Education: BFA Degree

Location: San Francisco, CA

Behaviors/Attitudes

Always looking for fashion and unique things which were useful in her work and improve my life in the field of design and fashion. Good design products will fascinate her and help her open her eyes to catch up the latest trends. As a fashion person, she is interested in buying and sharing the unique and good design items to her friends and colleagues. Also she like following the designers of her favourite artists on social media then she can keep catch the things which style she really like. In addition, She Likes shopping online so she don't need spend lots of times to find the things she want and explore.

Technical Proficiency

She'd like to getting information from the website with her laptop. She enjoy browsing and collecting any special items to improve her life because she's work in fashion field. She also use these collected information and fashion items in her work..

Likes

- Special edition goods promos
- Free shipping and lower price for members
- High quality and unique products

Dislikes

- No reviews of products
- Lack of the description of product
- Hard to share to friends/no social

User story

“My name is Emily Adam, I'm a fashion editor for magazine. I like shopping regardless online or in the mall because of my job and personality, it will bring me lots of inspiration and creation. I enjoy collecting and purchasing the unique and high quality items for my work, my friends and myself. I knew MoMA design store because when I have browsed the MoMA museum website for exhibition then I saw it. I excited because I have not to go to MoMA museum and I can buy the things which are special, good design and designer brands. I pretty like jewellers, so at first time, I got that from menu jewellery and browsed what kind of jewellers MoMA has, then I saw a jewellery that is Twist Lucite Necklace which is really special and beautiful. The only thing is when I look at the description and details it only has a little bit information and no reviews, but I saw that MoMA design store gives a lower price for members, only previews for all major exhibitions and members-only gallery talks, definitely I joined it! I enjoyed this shopping experience.”

Goals/Motivations

- Get unique gifts
- Finding promotions
- Collecting products of designer brands
- Following trends

“Anything related to Fashion, unique gift attract me and I look forward for it.”



EDWARD JAMES

Age: 40

Occupation: Design manager

Marital status: Married

Family situation: Lovely wife, 2 kids Education: BFA Design Degree and MBA Degree

Location: Atlanta

Technical Proficiency

I like to browse the website and online shopping at night, I have my own Macbook, this is a very convenient device for me, I can use my Macbook everywhere in my house. For the online shop, I have a PayPal account and credit card, so the online purchase is very easy for me.

Likes

- Make my house decoration looks better.
- Have a nice conversation that about good design and good art with my kids.
- High-quality and interesting product design.

Dislikes

- Purchase the low-quality product design.
- Purchase a good product with a very high price.

User story

“ Edward manages the money for his family and take care of the growth of his kid. He is an art person, he wants his kids can feel about what good art is and what good design is. Actually, He doesn't have enough time to spend with his children and there is no famous museum in their area. At one day night, he opens the google search, and type a sentence, 'good museum design store' he finds the Moma design store and open it, first he click the 'home' tab, and browsing the all of items, after five minutes, he wants to leave this page, because the price is very high. Then he clicked the 'Prints&Artist' tab, there are so many good arts attract his eyes, he is very excited, and click the price range '\$150-\$200, next he choose a Framed Print and jump into the detail page, then he scan the description of this print, and click the button named 'Add to cart', then he is going to the check out page and choice the 'check out with Paypal', finally he type the personal information for the purchase process without login. After 5 days, he got a beautiful framed print and hang on the wall, he can't wait talk about this art with her kids.”

Goals/Motivations

- Purchase special items for decorate home.
- Get promotions to save money
- Buy the creative items for my kids.

“Let my kids feel the good artwork and nice design is the best thing for me.”



JOHNNY WOODS

Age: 35

Occupation: Programmer

Marital status: Married

Family situation: 2 Children

Education: College Degree

Location: Birmingham, Alabama

Behaviours/Attitudes

High technology lover. Like to buy cool products for himself or his family.

Technical Proficiency

Johnny usually watches video reviews about technology products on YouTube. It helps him to make purchase decision. He also likes to do online research for new tech-products or unique tech-products for gifts or personal use. As a programmer and a geek person, he is comfortable and confident with this research process on purchasing technology products.

Likes and Dislikes

- He likes **well designed** technology products
- Has a high standard for web UI/UX design in a programmer's point of view.
- **Doesn't like advertisings** on the website. They distract him very much.
- Like **clear category tab** that can lead him to the right product pages.
- Like to use **search filters** to narrow down the range of products to help him find things efficiently.

User story

Johnny's headphone was broken. He wants to spend around 100-200 dollars to get a high-quality headphone with unique and cool design. He heard about MoMA Design Store many days ago from one of his friends. He decided to go there and look for the right product. He googled MoMA Design Store and clicked the first link which seems like the official website. As a confident web user, he quickly scrolled down the whole homepage to see what kinds of products that MoMA Design Store was selling. After that, he could not find the headphones that he was looking for. He quickly went back to the mega menu and clicked the Tech button to go to the tech category page and keep searching for the right products. When scrolling down the tech category page, he found two headphones. After spending some investigation on both products' official websites, he finally picked the one that has more latest technology features with a design he liked. Then he added that headphone to his shopping cart and checked out with free shipping over 80 dollars spending. He was attracted by the membership information on the checkout page and decided to check the detail information about the discount benefit if he would purchase something else that is expensive next time. He also got a confirmation email from MoMA Design Store.

Goals/Motivations

- **Find high quality tech products with an affordable price**
- **Purchase latest technology with cool design**

"I am always looking for tech products with high quality and amazing designs."

Strategy

INFORM

EDUCATE

PROMOTE

BUILT CONNECTIONS

VISUAL ACCURACY

FOLLOW TRENDS

***Final Statement of work designed
by team PoPA for MoMA design
store website.***

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 the 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: _____

Content Inventory

A CONTENT INVENTORY PROCESS IS CATALOGING THE ENTIRE CONTENTS OF A WEBSITE. WHICH HELPED AHEAD IN CONTENT AUDIT, THE PROCESS OF EVALUATING THAT CONTENT FOR FURTHER DEVELOPMENT.

MoMA Design Store

Search Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale

Exclusive Launch

New Roland Kiyola Pianos

This wildly popular design is now available in new finishes: black-stained oak (shown) and walnut, available online only.

Shop Now

HAY Soft Edge P10 Chairs
New versions of the popular ergonomic, stackable chairs, made in Denmark. Only \$27 each. [Shop Now](#)

Hightide Desktop Tools
This beautiful series with built-in storage and sleek accessories that are as fun as they are useful. [Shop Hightide](#)

Muji Kitchen Appliances
These designs are distributed by Kyoto Takasago's signature clean aesthetic. [Shop Now](#)

Best Sellers

K&B Holiday Cards (Box of 12) | Bonus Plastic Stainless Steel Reaming Can | Champion Creamer Sweetener - MoMA Edition | Modern Women Ornaments Set | Snowy Pine Holiday Cards | Holly Wealth Holiday Cards

[Shop All](#)

Free Shipping for Members

Learn About Membership

Discover what sets MoMA Design Store apart.

Do you know how we choose products for MoMA Design Store? Or what informs our unique point of view? Discover what sets MoMA Design Store apart in our What Makes Us Different story.

[Learn More About Us](#)

See how your purchase supports the Museum of Modern Art.

Watch the Video

Get Email Updates

Enter your email for news and special offers. [Sign Up](#)

Help + Info | About Us | Our Stores | 24/7

Help + Info: Shipping, Returns, My Account, Gift Cards, Gift Wrap

About Us: Why We're Different

Our Stores: Design Store, Santa Fe, Design Store, Tokyo, Design Store, Kyoto, Japan Online Store

© 2018 MoMA Design Store. All Rights Reserved. Privacy Policy | Terms & Conditions | Shipping

Visit MoMA.org

MoMA Design Store

Search Home Kitchen & Dining Office Tech Jewelry & Accessories Prints & Artists Books Kids Gifts Holiday Sale

What Makes Us Different

Sign up and Save \$10 on orders of \$200 or more. Enter your email. [Sign Up](#)

Our point of view is uniquely informed by MoMA's historical relationship to design.

In 1932, The Museum of Modern Art established the world's first curatorial department devoted to architecture and design. MoMA has long recognized design's important role in our culture alongside more traditional mediums like painting and sculpture.

Our selection process is unlike any other.

First, we seek a potential new product, designer or design studio, a kind of "curatorial call" that we respond to based on our own sense of design.

[Explore Our Design Store](#)

Our assortment, like the pieces in MoMA's Architecture and Design Department, is item driven.

We identify a particular design object that inspires us based on its uniqueness, collection, or design rather than creating a complete catalog of every item of a movement, collection, or artist.

We actively work to democratize good design at every price point.

From the Baccarat Glass in the Kyoto Store to Design Store and every thing in between, our goal is to make design accessible to as wide an audience as possible.

Every purchase you make supports MoMA's educational programs.

Every year, we engage with over one million people.

[Learn More](#)

In The Collection

Just Launched

Exclusives

Enter your email. [Sign Up](#)

See how your purchase supports the Museum of Modern Art.

Watch the Video

Get Email Updates

Enter your email for news and special offers. [Sign Up](#)

Help + Info | About Us | Our Stores | 24/7

Help + Info: Customer Service, Returns, My Account, Gift Cards, Gift Wrap

About Us: Why We're Different

Our Stores: Design Store, Tokyo, Design Store, Kyoto, Japan Online Store

© 2018 MoMA Design Store. All Rights Reserved. Privacy Policy | Terms & Conditions | Shipping

Visit MoMA.org

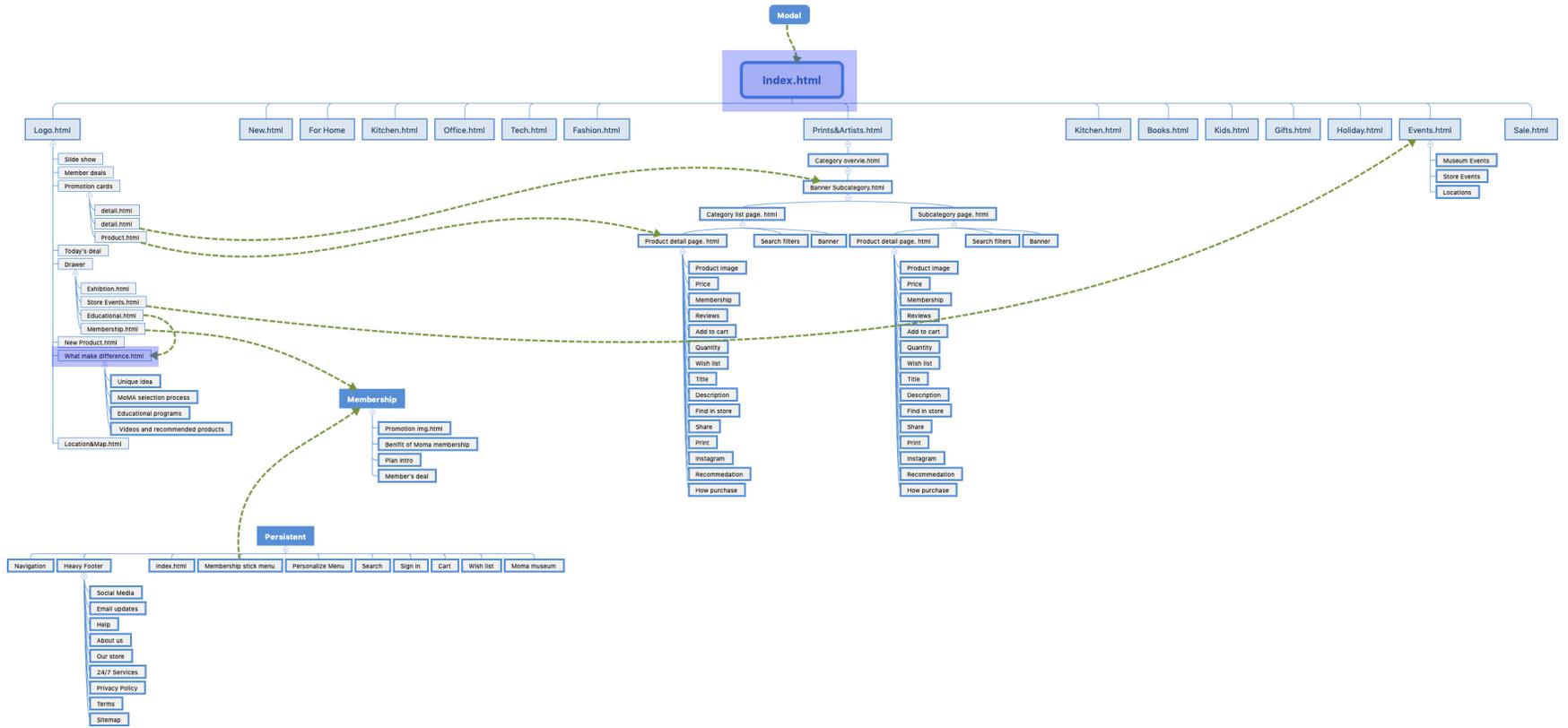
3

Design

Site Map

SITE MAPS USED DURING THE PLANNING OF A WEB SITE BY ITS DESIGNERS. HUMAN-VISIBLE LISTINGS, TYPICALLY HIERARCHICAL, OF THE PAGES ON A SITE. STRUCTURED LISTINGS INTENDED FOR WEB CRAWLERS SUCH AS SEARCH ENGINES.

IN SITE MAP ON THE NEXT PAGE IS THE PAGES I WILL BE FOCUSING FOR REALIGNMENT.



Style Tile

WHICH DINT WORK AS WE HAD TO WORK IN A GROUP

The style tile is a comprehensive design specification for the MoMA Design Store website. It features a top navigation bar with a dropdown menu button, a search icon, and a main menu with categories: New, For Home, Kitchen, Office, Tech, Fashion, Prints & Artists, Books, Kids, Gifts, Events, and Sale. The main content area is dominated by a large hero image of a kitchen scene with a headline 'Headline 1' and a link. Below this is a 'Featured Content' section with a smaller image and headline 'Headline 2', followed by a 'Body Copy' section with placeholder text. The bottom section includes a 'Product Card' for a piano, a 'Call to Action' button, and a 'Slide Show' with a 'Regular Button'. A color palette on the left defines colors for Membership, Charity, Albums, and Attention. Annotations specify font weights and sizes for various elements, and a horizontal margin of 20px is indicated between the bottom two buttons.

MoMA Design Store | Style Tiles | POPA Atlanta

375px - 1440px | 1440px - Desktop

375px - 1440px

Roboto Medium 14px

Roboto Black 36px

Roboto Black 14px

Roboto Medium 60px

Roboto Regular 14px

Underline 2px weight

Dropdown Menu Button

Outline 2px

Roboto Black 23px

MoMA DESIGN STORE

New For Home Kitchen Office Tech Fashion Prints & Artists Books Kids Gifts Events Sale

Headline 1

Link

Colors

- Membership #0FADF2
- Charity #E91E63
- Albums BIG #4A4A4A
- Attention #FF4B0C

Featured Content

Black 50% Transparency

Headline 2

Caption

Roboto Medium 25px

Roboto Regular 14px

Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin felis erat, lacinia sit amet pharetra vitae, tincidunt nec nibh. Nunc vel sapien maximus, rutrum elit eu, placerat mauris. Proin a posuere turpis. Fusce luctus purus quis ultricies tempor. Phasellus iaculis, felis non commodo pretium, arcu libero aliquam arcu, sed fermentum ex ex non enim. Quisque aliquet est quis quam tristique facilisis. Sed accumsan ultrices mi, sed ornare enim finibus eget. Vivamus at orci tincidunt, scelerisque erat vel, fermentum enim. Nam facilisis eleifend convallis. Proin est magna, semper eget velit sit amet, sagittis fermentum eros.

Product Card

Best Color

Buttons

Call to Action

Regular Button

Slide Show

Roboto Medium 20px

Roboto Medium 20px

50% Transparency

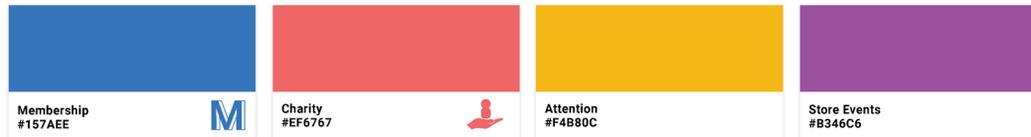
Horizontal margin between divs - 20px

UI- Pattern Library

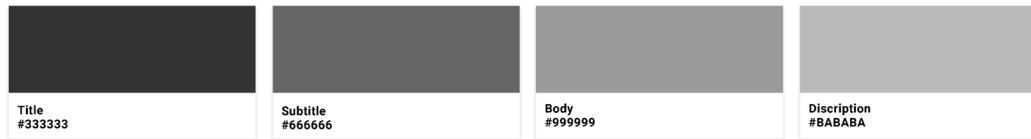
A PATTERN LIBRARY IS A COLLECTION OF USER INTERFACE DESIGN ELEMENTS. WHICH IS VERY HELPFUL IF YOU ARE WORKING IN A TEAM THAT HELPS IN MAKING YOUR VISUALS UNIFORM.

Colors

Based on Type of Information



Type Colour



Basic



Icons



Typography

Headlines

1st Level Headline - Roboto Medium -60

Headline 1

2nd Level Headline - Roboto Medium -48

Headline 2

3rd Level Headline - Roboto Medium -34

Headline 3

4th Level Subtitle - Roboto Medium -24

Subtitle 4

5th Level Subtitle - Roboto Medium -20

Subtitle 5

Copy Text - Roboto regular 16 pixel

Paragraph-

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Numbered List

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3. Erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea.
4. Rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum.
5. Dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr.

Bullet List

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Consultations - Roboto regular 14 pixel

Paragraph

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- Rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum.
- Dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr.

Buttons

Primary

Text

REGULAR BUTTON

CALL TO ACTION

LINK BUTTON

LINK HOVER

Icon

Default



REGULAR BUTTON

CALL TO ACTION

LINK BUTTON

LINK HOVER

Selects

Drop Down Menu

Please select

Drop-down

Option

Option 1

Option 2

Option 3

Option 4

Option 5

Option 6

Drop-up

Option 1

Option 2

Option 3

Option 4

Option 5

Option 6

Options

Tabs

Default

Tab Name

Hover

Tab Name

Autosuggestions

A suggested key word

A suggested key word

Input with Label

MAIL ADDRESS:

e.g. jon.snow@wall.org

Search Fields

Standard

SEARCH:

e.g. telling example value



Pagination

SEARCH:

A sugg

A suggested key word

A suggested location

Another keyword

Logo

MoMA
DESIGN STORE

Teasers

With Image

Type something

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt.

LEARN MORE

Without Image

Type something

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt.

LEARN MORE

Button Groups

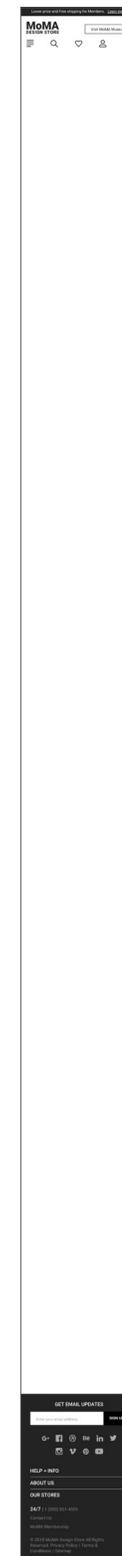
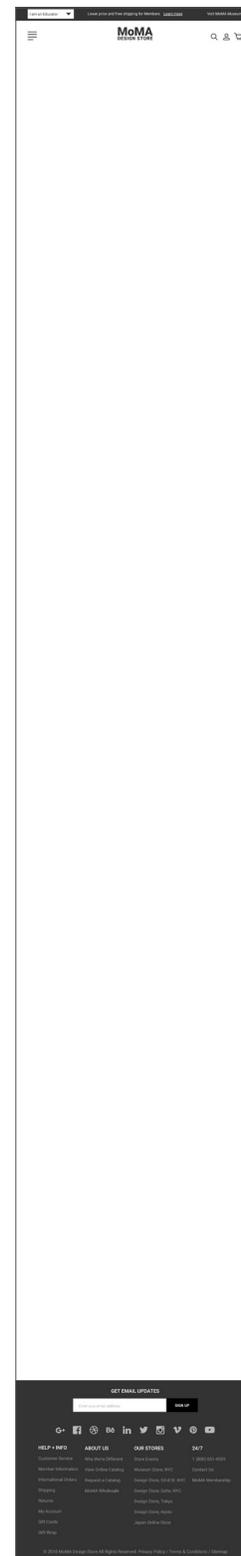
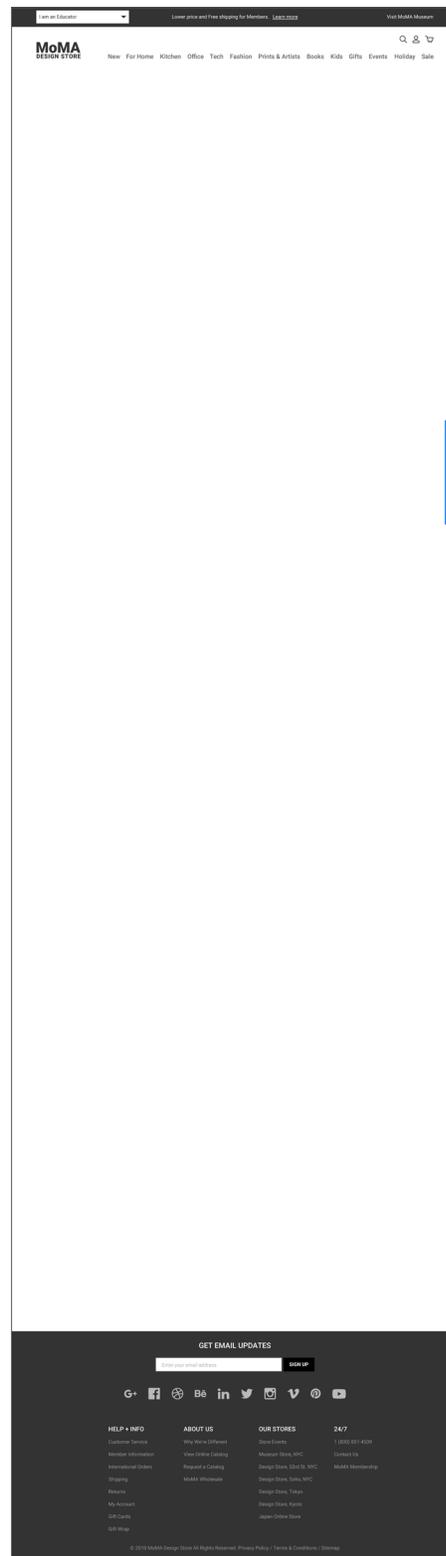
Standard

1 2 3 4 5 6

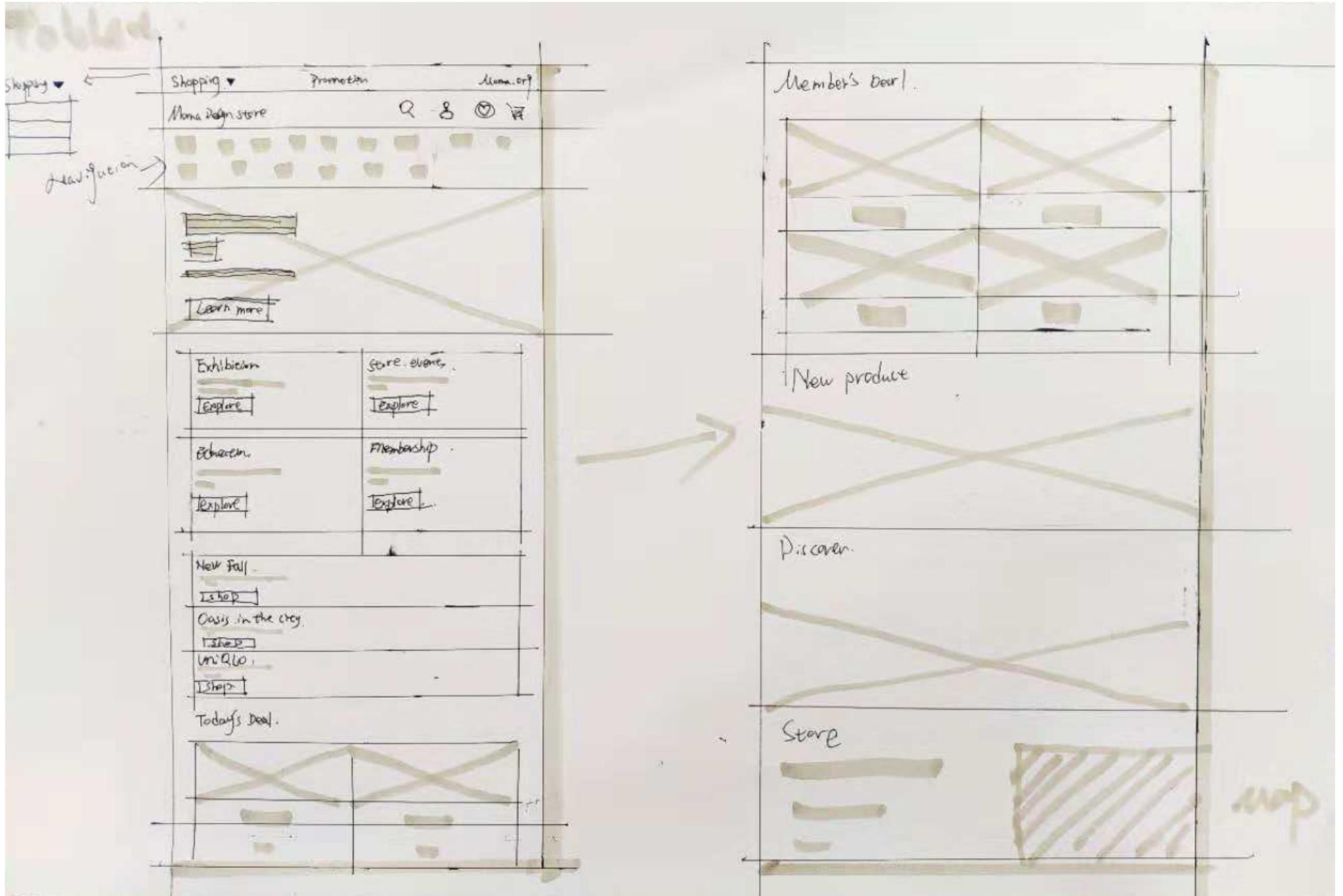
Pagination

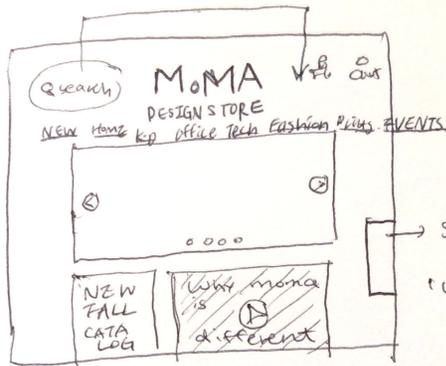
< 1 2 3 4 5 6 >

Header and footer as per UI pattern Library for Desktop, Tab and Mobile



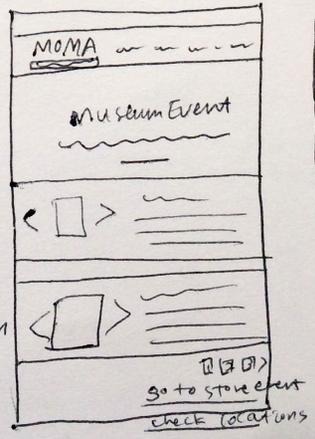
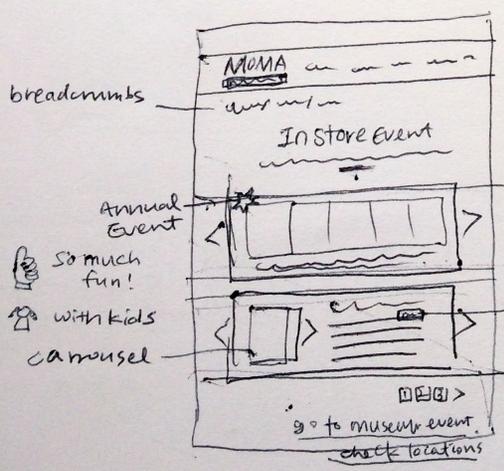
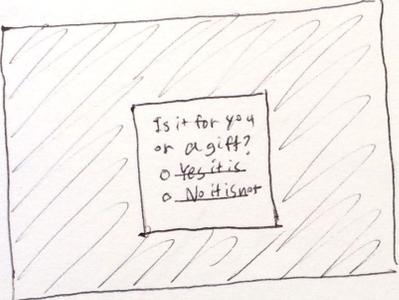
Low fidelity comps - Sketches





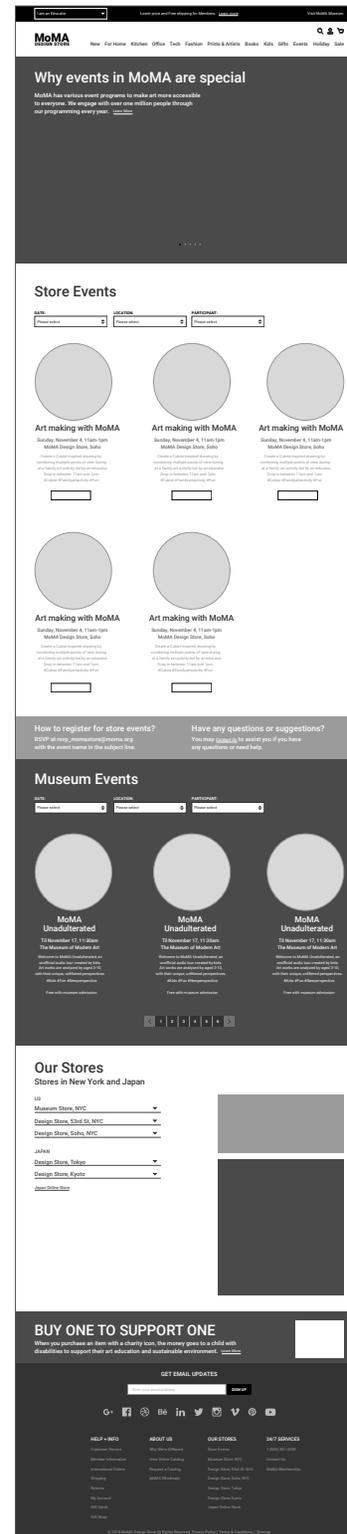
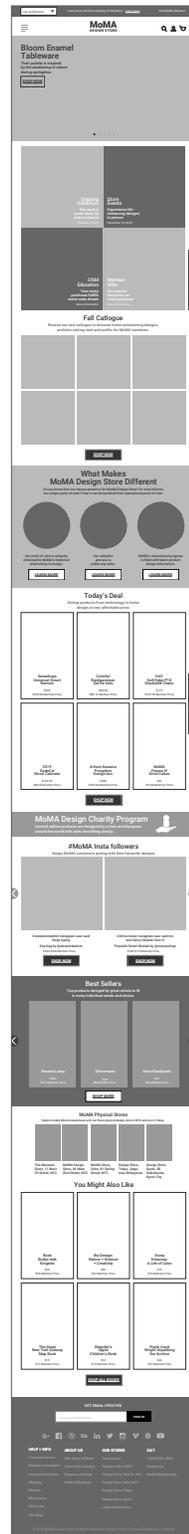
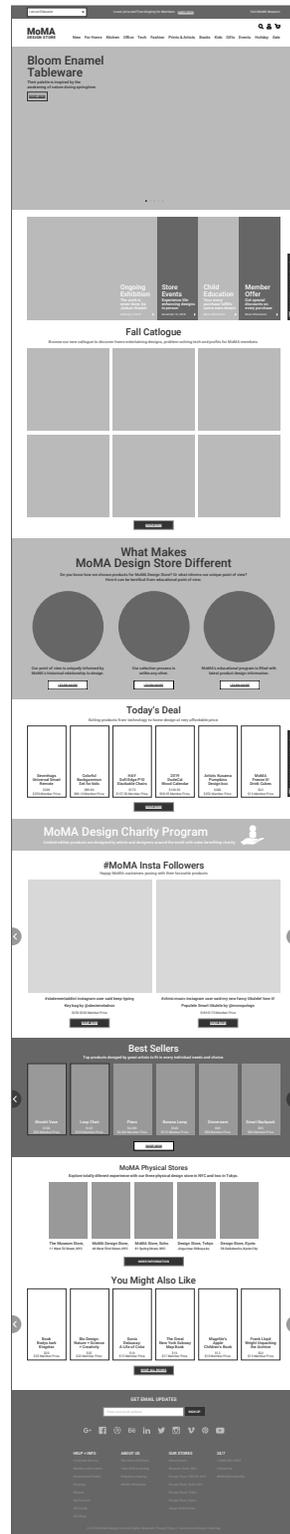
Sticky menu
 'Why MoMA Membership?'

modals
 before
 you
 enter



in store
 Events
 museum
 Events
 store Locations

Wireframes



***Home page layout design and
Interface Usability Test***



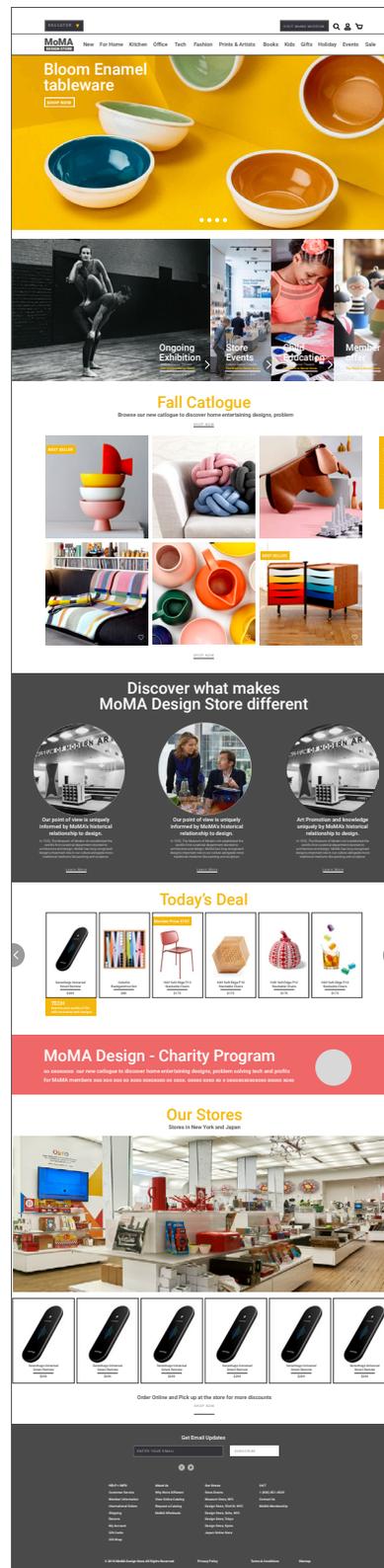
Home page Testing phase-1

DESIGN AND INTERACTION FROM THE USER

- Button are not visible
- Too much yellow colour
- Best seller strip is looking wired
- Not a fan of Orange colour
- Confusion about the physical store
- Logo not visible
- Footer is too small
- Not much emphasis on the product

DESIGN AND INTERACTION FROM THE TEAM

- Add recommendation product strip
- Membership strip
- Reduce buttons
- Header needs to be reworked



Home page Testing phase-2

DESIGN AND INTERACTION FROM THE USER

- Too many elements on the header
- Buttons still not visible

DESIGN AND INTERACTION FROM THE TEAM

- Physical store details need to be added
- Instagram strip to be added
- Educator strip to be added

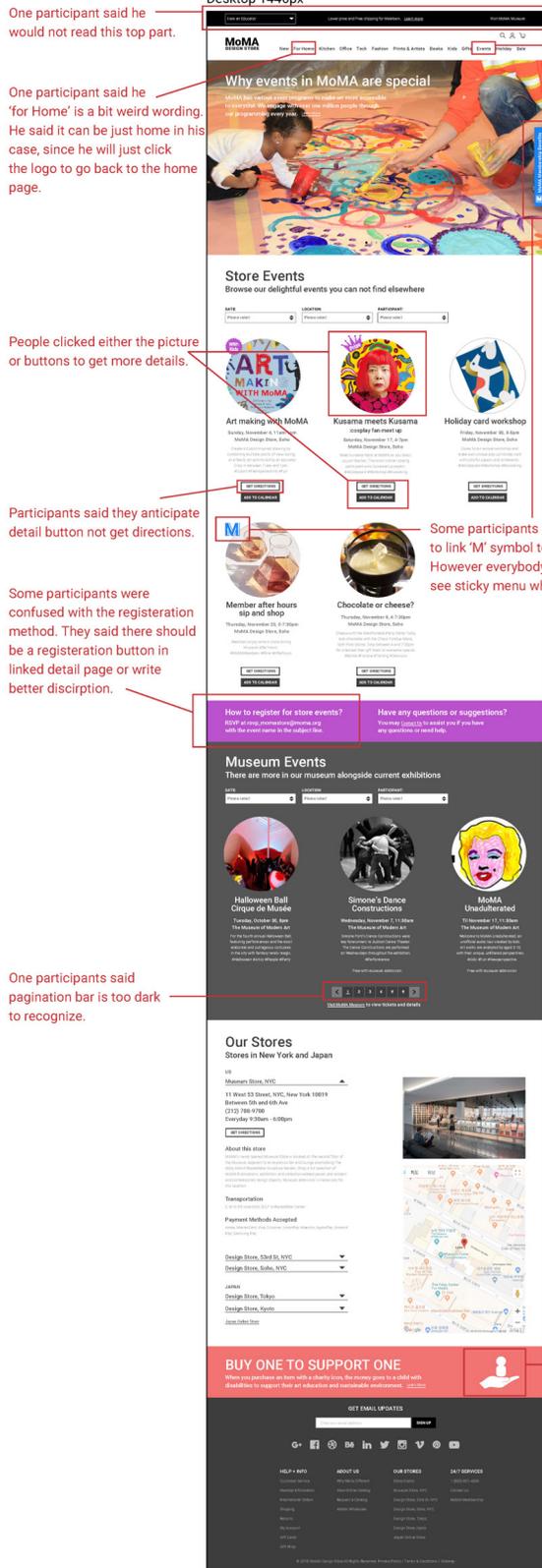


Home page Testing phase-3

DESIGN AND INTERACTION FROM THE USER

- Colour contrast
- Grey is too dark
- Tab and mobile should not have right and left arrow.
- Text on what make MoMA design store different is not visible. It should be white.
- Icons are not appropriate
- Instagram should be @ not #
- No grey box for best seller text its not readability.
- Is this page curated for an Educator?
- Favourite icon missing on Desktop and tab layout
- No underline for buttons
- No headline in main story for mobile.
- Fall catalogue layout for mobile should be 2x2.

Desktop 1440px



One participant said he would not read this top part.

One participant said he 'for Home' is a bit weird wording. He said it can be just home in his case, since he will just click the logo to go back to the home page.

People clicked either the picture or buttons to get more details.

Participants said they anticipate detail button not get directions.

Some participants were confused with the registration method. They said there should be a registration button in linked detail page or write better discription.

One participants said pagination bar is too dark to recognize.

Event page should be highlighted if this is an event page

Same as well, expecting details.

Some participants had hard time to link 'M' symbol to membership. However everybody was able to see sticky menu when they browse.

Most of the participants said this section should move down.

One participants said the symbol is too big.

Tablet 768px



Still confusing in tablet as well

Most of the participants said this section should move down.

One participants said icons are too big.

Mobile 768px



People tabbed the area to get more details.

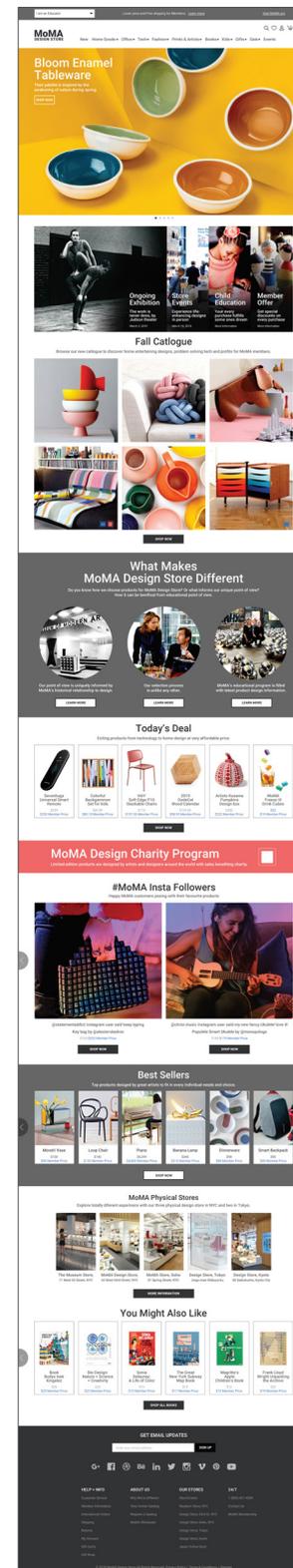
People said they would swipe or tab the arrow.

One participants said buttons are too big.

One participants said icons are too big.

***Final Visual For Homepage and What
makes Moma Store design different page
Desktop, Tab and Mobile layout.***

Homepage - Desktop



Homepage - Tablet



Homepage - Mobile

Learn more and Free shipping for Members! [Learn More](#)

MoMA DESIGN STORE [Visit MoMA Museum](#)

Bloom Enamel Tableware
The vibrant colors of these enamelware pieces are made from recycled glass.
[Shop Now](#)

Ongoing Exhibition
The work is never done, by Judson Weaver
March 3, 2018

Store Events
Experience life-changing designs
March 15, 2018

Child Education
Your every purchase furills some nice design.
[More Information](#)

Member Offer
Get special discounts on every purchase.
[More Information](#)

Fall Catalogue
Browse for your collection to include home entertaining designs, premium serving sets and gifts for MoMA members.
[Shop Now](#)

What Makes MoMA Design Store Different
Do you know how we choose products for MoMA Design Store? We make sure our product point of view has been be benefited from educational point of view.

Our point of view is uniquely informed by MoMA's historical relationship to design.
[Learn More](#)

Our selection process is unlike any other.
[Learn More](#)

MoMA's educational program is filled with latest product design information.
[Learn More](#)

Today's Deal
Cutting products from technology to home design at very affordable price.

Sevenhugs Universal Smart Remote
\$299
~~\$350.00 Member Price~~
[Shop Now](#)

MoMA Design Charity Program
Limited edition products are designed to profit and give support around the world with sales benefiting charity.

MoMA Insta followers
Follow MoMA's collection going with their favourite designs.

@chris.masic
new baby Universal Smart Remote by @monopodlog
\$119 \$170 Member Price
[Shop Now](#)

Best Sellers
Top products designed by great artists to fit in every individual need and choice.

Banana Lamp
\$245
~~\$315 Member Price~~
[Shop More](#)

MoMA Physical Stores
Explore totally different experience with our three physical design stores in NYC and Asia in Taipei.

The Museum Store, 11 West 53 Street, NYC	MoMA Design Store, 44 West 53rd Street, NYC	MoMA Store, SoHo, 81 Spring Street, NYC

Design Store, Taipei, Taipei, Taiwan, 38 Daan Road, Taipei, Taiwan

Design Store, Kyoto, Kyoto, Japan, 38 Daan Road, Kyoto, Japan

You Might Also Like

Book: Body's Book: Kinesthetic
\$39
~~\$55 Member Price~~
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HELP + INFO

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OUR STORES

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MoMA Membership
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What Makes MoMA Design Store Different

Do you know how we choose products for MoMA Design Store? Or what informs our unique point of view? How it can be beneficial from educational point of view.



Our point of view is uniquely informed by MoMA's historical relationship to design. In 1932, The Museum of Modern Art established the world's first curatorial department devoted to architecture and design. MoMA has long recognized design's important role in our culture alongside more traditional mediums like painting and sculpture.

Our selection process

First, we assess a potential new product against our design filters, a set of criteria that we use to ensure every item is a good fit with our vision of good design. Next, each proposed product is evaluated by MoMA's curatorial department. Only those items that make it through these two steps successfully can become part of our assortment.

- 1. In or Related to MoMA's Collection**
The Museum of Modern Art establishes the world's first curatorial department devoted to architecture and design. MoMA Design Store carries a selection of design objects from that collection. Many of the reference objects in the store and materials selected by the design community. MoMA's design collection is ever changing, a reflection of the evolving field of design itself.
- 2. In or Related to MoMA Exhibitions**
The Museum of Modern Art establishes the world's first curatorial department devoted to architecture and design. MoMA Design Store carries a selection of design objects from that collection. Many of the reference objects in the store and materials selected by the design community. MoMA's design collection is ever changing, a reflection of the evolving field of design itself.
- 3. Educational Design for Children**
MoMA Design Store carries a selection of design objects from that collection. Many of the reference objects in the store and materials selected by the design community. MoMA's design collection is ever changing, a reflection of the evolving field of design itself.
- 4. Innovative Materials**
MoMA Design Store carries a selection of design objects from that collection. Many of the reference objects in the store and materials selected by the design community. MoMA's design collection is ever changing, a reflection of the evolving field of design itself.
- 5. Innovative Function**
MoMA Design Store carries a selection of design objects from that collection. Many of the reference objects in the store and materials selected by the design community. MoMA's design collection is ever changing, a reflection of the evolving field of design itself.
- 6. Icons of Design**
MoMA Design Store carries a selection of design objects from that collection. Many of the reference objects in the store and materials selected by the design community. MoMA's design collection is ever changing, a reflection of the evolving field of design itself.
- 7. Innovative Technology**
MoMA Design Store carries a selection of design objects from that collection. Many of the reference objects in the store and materials selected by the design community. MoMA's design collection is ever changing, a reflection of the evolving field of design itself.
- 8. Textile Innovation**
MoMA Design Store carries a selection of design objects from that collection. Many of the reference objects in the store and materials selected by the design community. MoMA's design collection is ever changing, a reflection of the evolving field of design itself.

Innovative Products

Existing products from technology to home design at very affordable price.

<p>Life Pad Coasters \$18 \$22 Member Price</p>	<p>Cip to Clean Sponges \$28 \$22 Member Price</p>	<p>Chrysler Building Sculpture \$26 \$21 Member Price</p>	<p>Lumina Table Lamp \$25 \$1,400 Member Price</p>	<p>MoMA exclusive Blood watch \$28 \$22 Member Price</p>	<p>Heng Branch Lamp \$65 \$71 Member Price</p>
---	--	---	--	--	--

Educational program

MoMA's educational program is filled with latest product design information process. Uninspired magic is brought in collaboration with MoMA Design Store.



VIEW ALL

You Might Also Like

<p>1 Page at a Time: A Day Creative Companion \$15 \$45 Member Price</p>	<p>American Modern Book \$45 \$22 Member Price</p>	<p>Art Making with MoMA: 20 Activities for Kids \$24 \$26 Member Price</p>	<p>Modern Art at the Arab World Primary Book \$48 \$22 Member Price</p>	<p>Louise Bourgeois: An Unfolding Pattern \$55 \$26 Member Price</p>	<p>Club 19 Film, Performance, and Art \$40 \$22 Member Price</p>
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VIEW ALL BOOKS

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Enter your email address



What makes MoMA design store different - Desktop

What makes MoMA design store different - Tab

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MoMA
DESIGN STORE

What Makes MoMA Design Store Different

Do you know how we choose products for MoMA Design Store?
Or would you like to know more about it?
Here is our list of the MoMA Design Store's selection process.

The point of view is an image captured by MoMA's 360-degree camera technology. The MoMA Design Store is the world's first commercial department devoted to architecture and design. MoMA has long recognized design's important role in our culture alongside more traditional mediums like painting and sculpture.

Our selection process

First, we assess a potential new product against our design filters, a set of criteria that we use to ensure every item is a good fit with our vision of good design. Next, we present product. A selection by MoMA's curatorial department. Only those items that make it through these two steps successfully can become part of our assortment.

- 1. Is it Related to MoMA's Collection?**
The MoMA collection is one of the most important in the world. It is a collection of objects that are significant in the history of design and art. We look for products that are related to the collection.
- 2. Is it Related to MoMA's Exhibitions?**
MoMA is a museum. We have a lot of exhibitions. We look for products that are related to the exhibitions.
- 3. Innovation Function?**
We look for products that are innovative. We look for products that are functional.
- 4. Innovative Materials?**
The MoMA collection has a lot of innovative materials. We look for products that use innovative materials.
- 5. Aesthetics of Design?**
The MoMA collection has a lot of beautiful objects. We look for products that are beautiful.
- 6. Exceptional Design for Children?**
The MoMA collection has a lot of beautiful objects for children. We look for products that are beautiful for children.
- 7. Innovative Technology?**
The MoMA collection has a lot of innovative technology. We look for products that use innovative technology.
- 8. Useful Innovation?**
The MoMA collection has a lot of useful objects. We look for products that are useful.

Innovative Products

Nothing products from technology to better design to every affordable price.

<p>Lift-Put Coasters \$24 \$25 Member Price</p>	<p>Die-In Down Spoon \$26 \$25 Member Price</p>	<p>Oyster-Rubbing Sculpture \$25 \$27 Member Price</p>
<p>Landscape Table Lamp \$1,000 \$1,000 Member Price</p>	<p>MoMA exclusive Steel watch \$200 \$200 Member Price</p>	<p>Henry Osborne Lamp \$95 \$75 Member Price</p>

Educational program

MoMA's educational program is the most important part of our mission. We offer a variety of educational programs for children and adults.

You Might Also Like

<p>Lester Reppas Architecture Portfolio \$28 \$28 Member Price</p>	<p>Club ET Film, Performance and Set \$16 \$22 Member Price</p>	<p>View Poly The Personal Guide to Wine \$22 \$28 Member Price</p>
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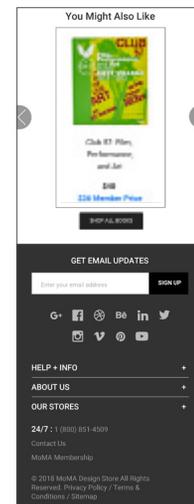
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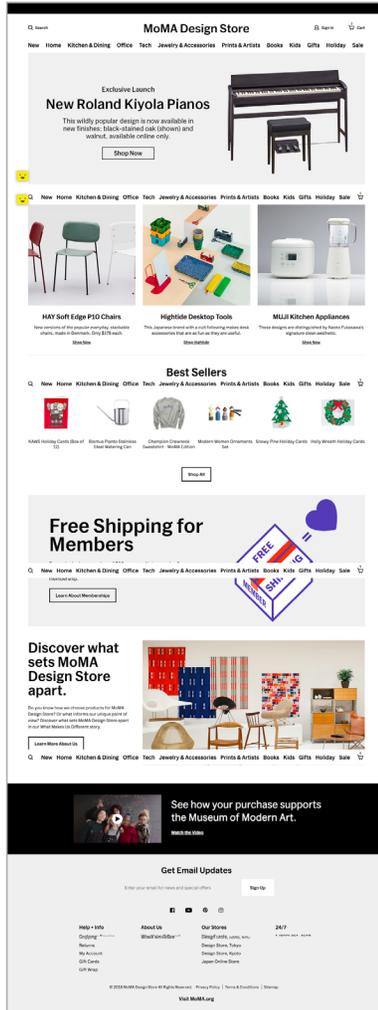
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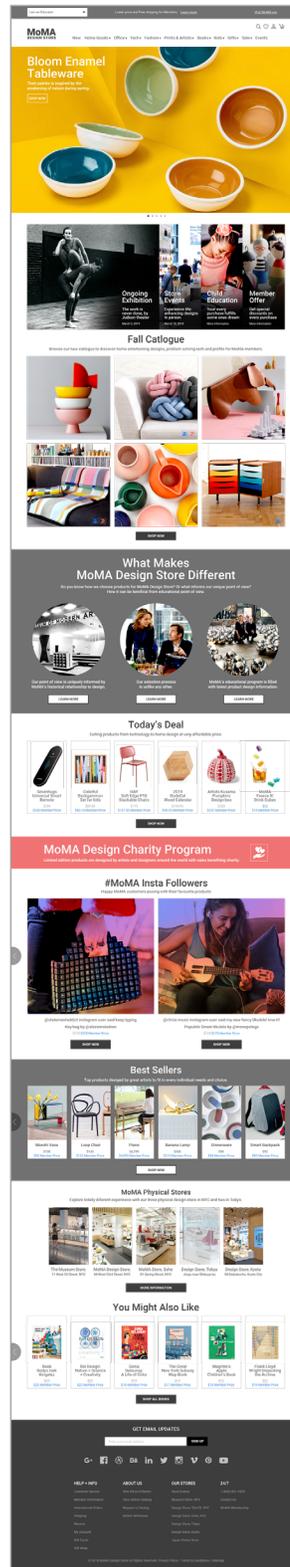
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[About Us](#)
[Our Stores](#)
[Sale](#)

What makes MoMA design store different - Mobile





Before



After



MoMA

Why events in MoMA are special

MoMA has a unique opportunity to make art more accessible to everyone. We invite you to join our programs every Friday.

Store Events

Browse our delightful events you can not find elsewhere

DATE: Please select LOCATION: Please select PARTICIPANT: Please select

Art making with MoMA
Sunday, November 17 1pm
MoMA Design Store, SoHo

Kusama meets Kusama
Sunday, November 17 4:30pm
MoMA Design Store, SoHo

Holiday card workshop
Friday, November 20 11am
MoMA Design Store, SoHo

Member after hours sip and shop
Thursday, November 20 4-7pm
MoMA Design Store, SoHo

Chocolate or cheese?
Thursday, November 20 4-7pm
MoMA Design Store, SoHo

Museum Events

There are more in our museum alongside current exhibitions

Halloween Ball
Tuesday, October 26 8pm
The Museum of Modern Art

Simone's Dance
Wednesday, November 1 11:30am
The Museum of Modern Art

MoMA Unsubscribed
12 November 11:30am
The Museum of Modern Art

Our Stores

Stores in New York and Japan

Museum Store, NYC
11 West 53 Street, NYC, New York 10019
Between 5th and 6th Ave
(212) 708-9700
Everyday 9:30am - 6:00pm

Design Store, 53rd St, NYC
Design Store, SoHo, NYC

Japan
Design Store, Tokyo
Design Store, Kyoto

How to register for store events?
Register through online and you can show us the verification at the main entrance.

Have any questions or suggestions?
You may Contact Us to assist you if you have any questions or need help.

BUY ONE TO SUPPORT ONE
When you purchase an item with a charity card, the money goes to a child with disabilities to support their education and sustainable development.

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24/7 SERVICES

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MoMA Design Store

Customer Service

Member Information

Free Shipping for Members
On all orders of \$20 or more, every day*

Need Help with U.S. Orders?

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See how your purchase supports the Museum of Modern Art.

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Other features include:

- High quality lens, 2.8 infinity
- Self timer function
- Powerful built-in flash
- 60-day battery life

Details

Size
6.7h x 4.75w x 4.75d

Materials
Plastic

Year of Design
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Origin
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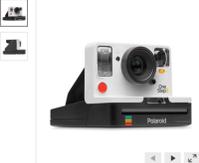
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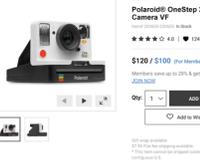
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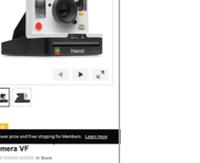
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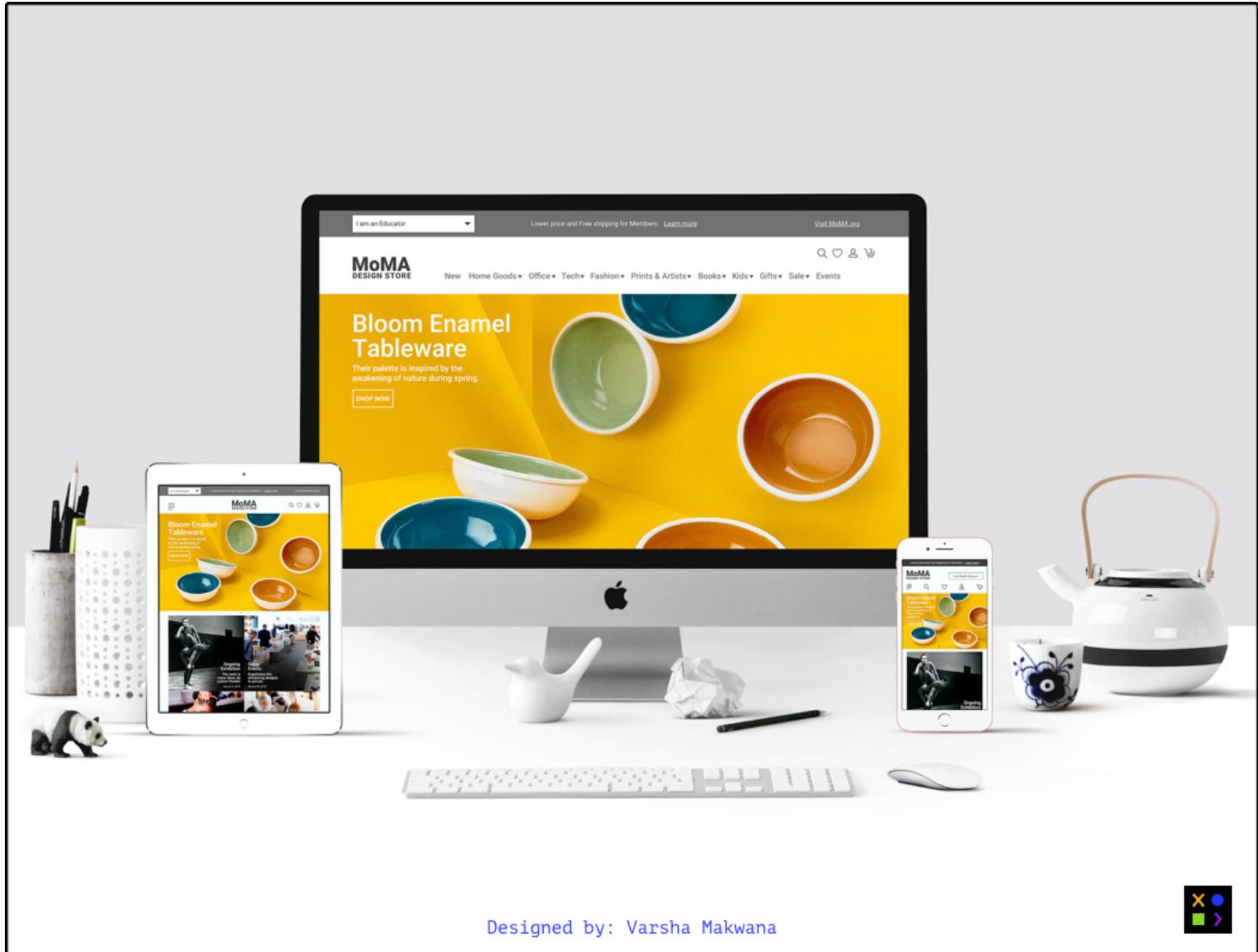
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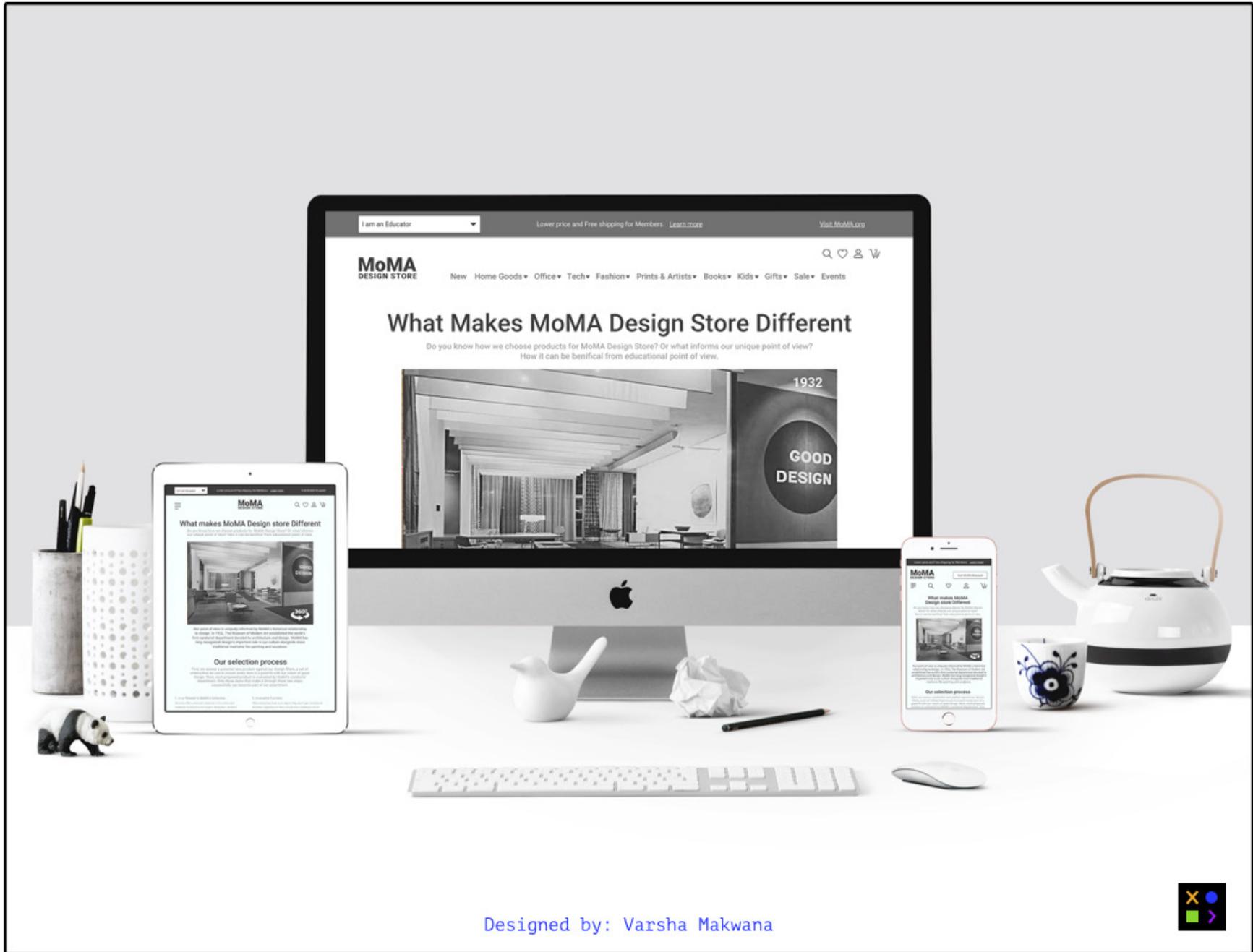
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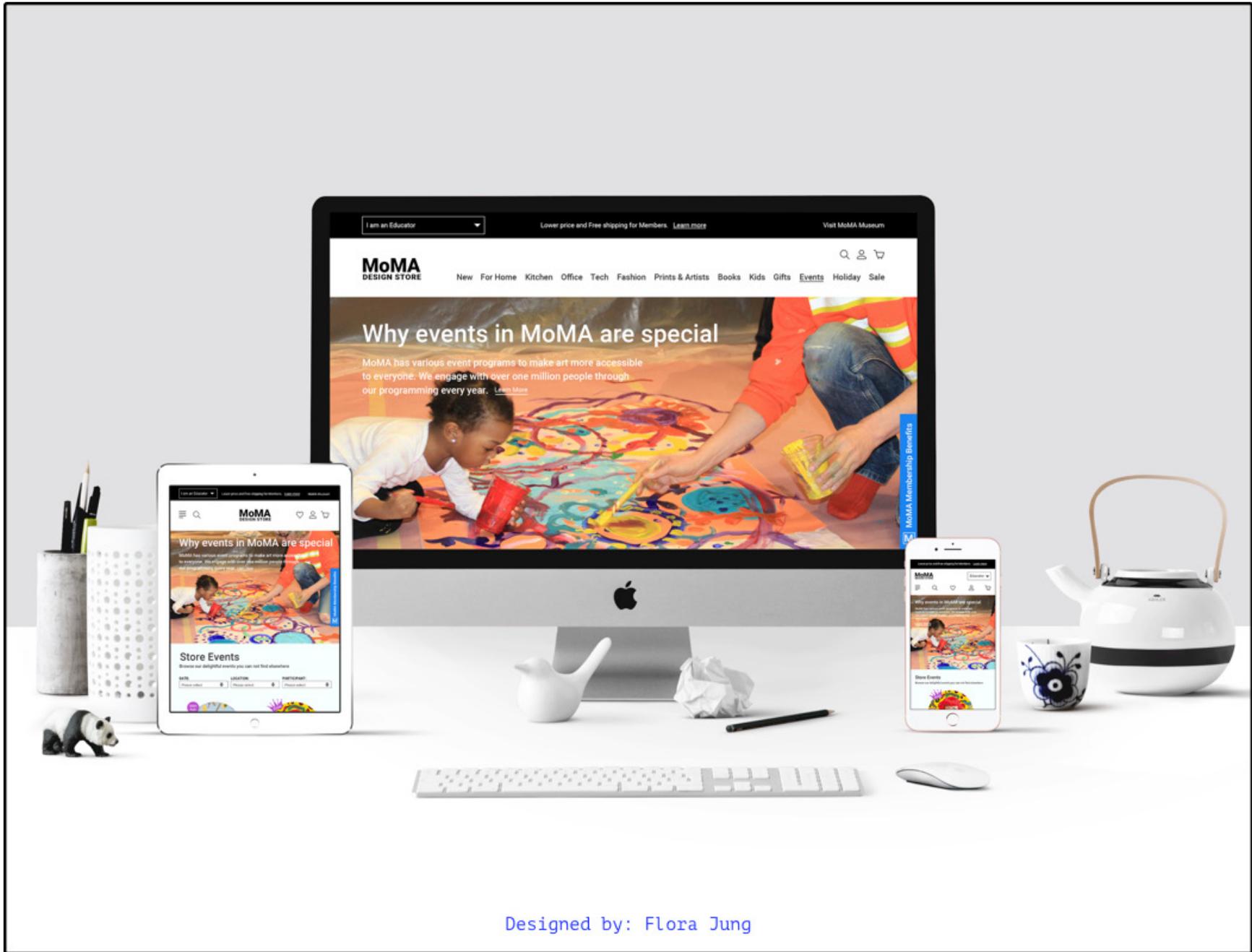
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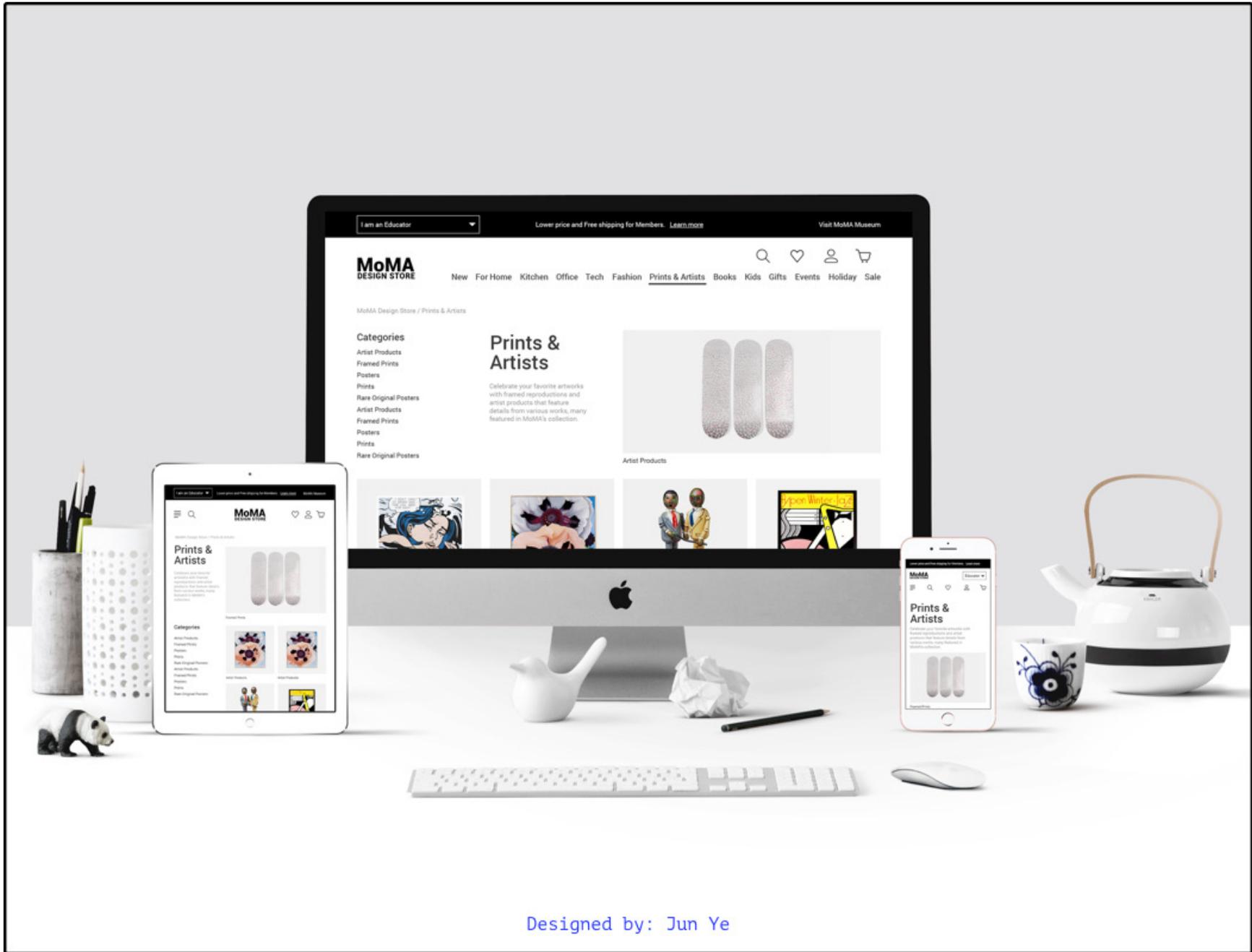


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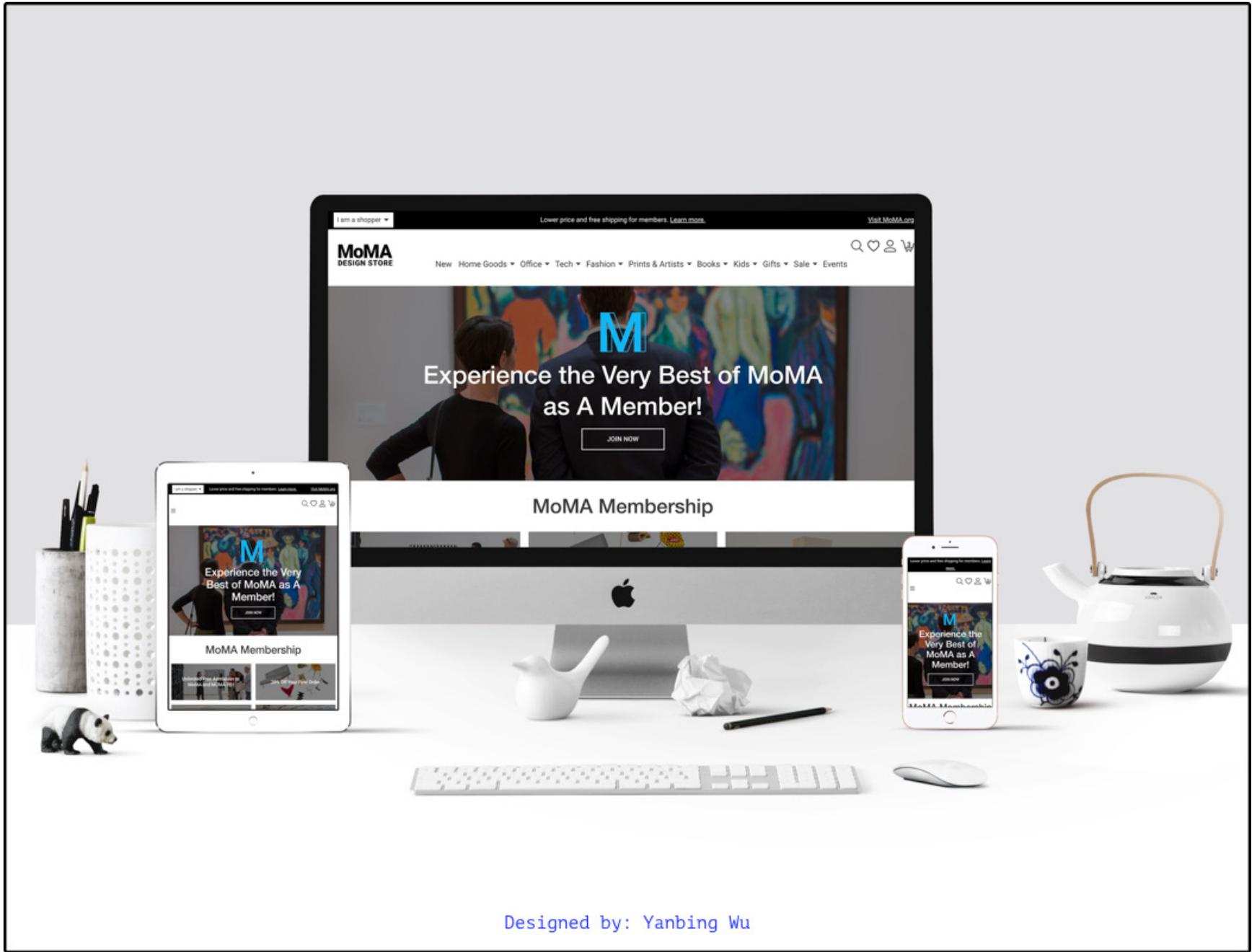




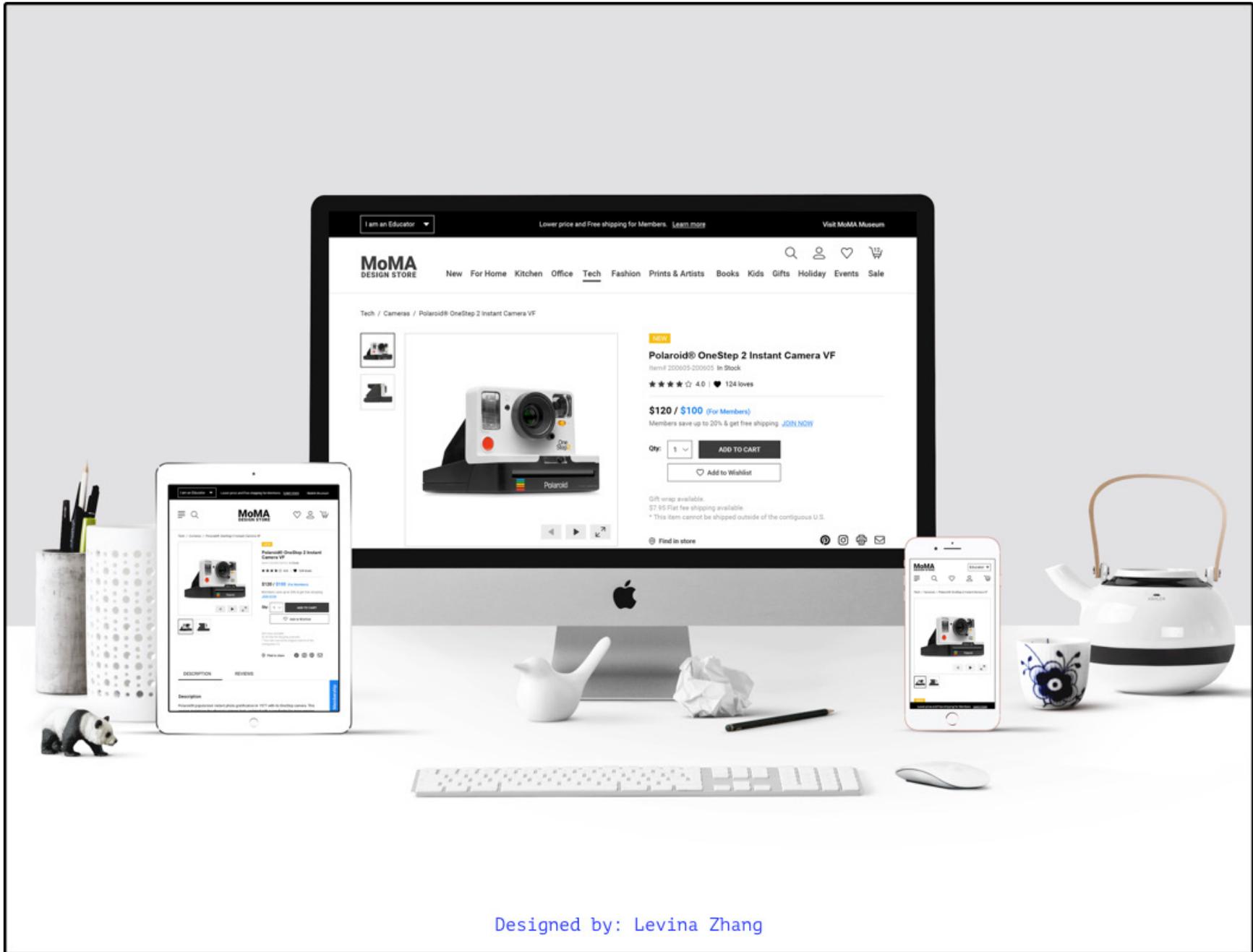
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