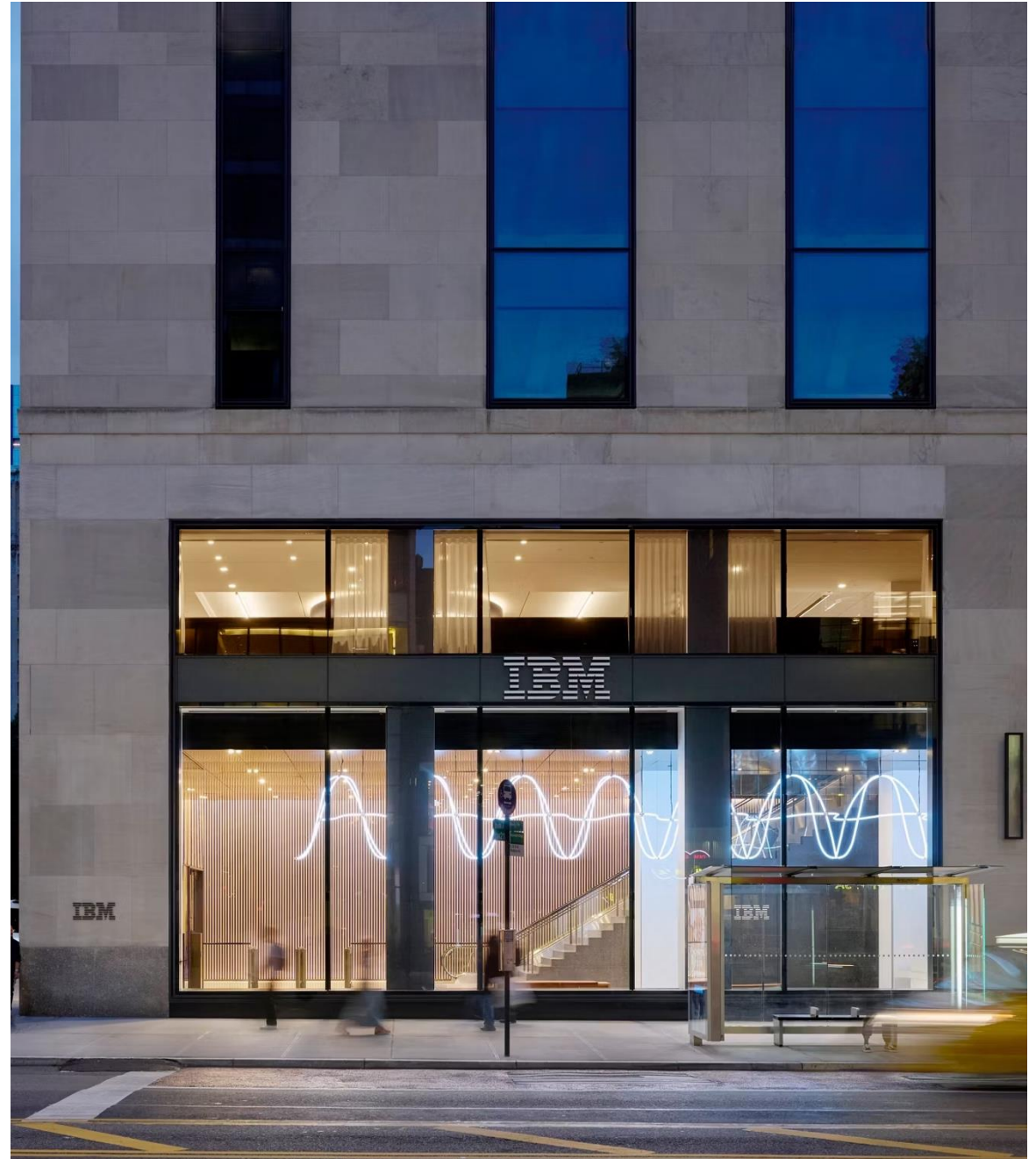


UX Case Study

One Madison Art Docent Website



Project

One Madison Art Website

2

One Madison Avenue AR, VR and Web Art Gallery is an interactive digital gallery that brings artwork to life in a web-based and VR and AR-enabled environment. It transforms traditional web pages into immersive 3D and AR experiences, allowing users to explore art dynamically.

[2D Webpage](#)

[AR](#)

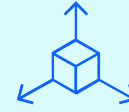
[VR](#)

My Role



Lead UX

Conducted user research on art engagement in corporate spaces, designed an intuitive web experience for seamless navigation, and created accessible, engaging wireframes and prototypes.



3D Design & Development

Developed 3D visual representations of artworks for interactive previews and designed a floor map for exploring artworks across the floors.



Project Management

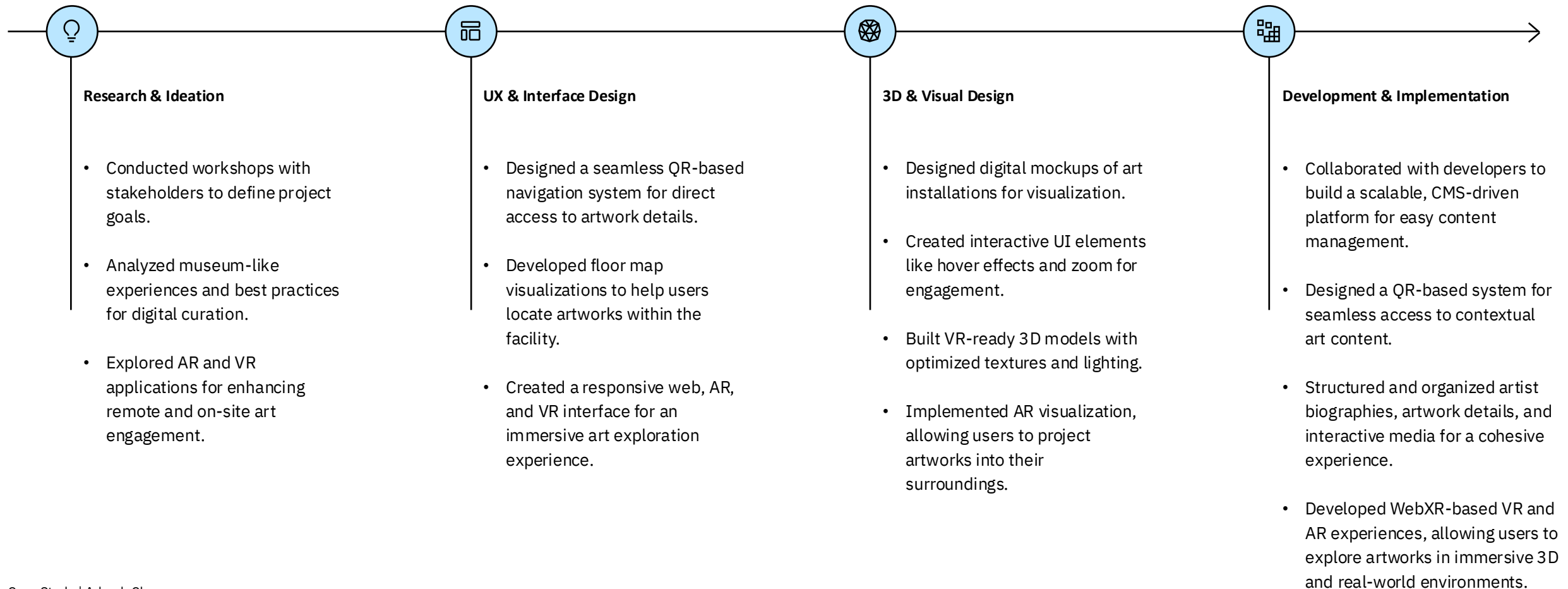
Led cross-functional collaboration with stakeholders, artists, and developers to align the project vision, and drive the project from ideation to deployment.

Target Audience

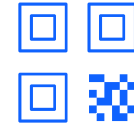
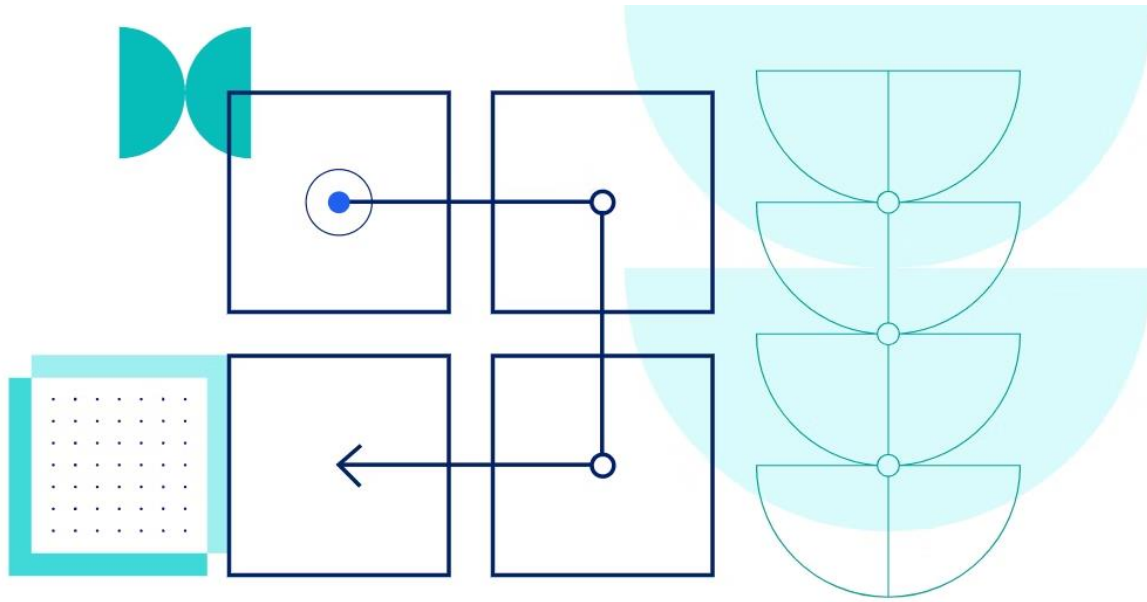
- IBM Employees
- Visitors to One Madison
- Art Enthusiasts & Corporate Guests

Design & Development Process

Our path to success

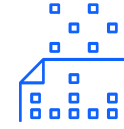


Features Implemented



QR-Code-Based Access

Users can scan a QR code to access detailed information about each artwork.



Content-Rich Pages

Each art moment page features artwork details, artist biography, and high-resolution images.



VR Art Gallery Experience

Users can navigate through a virtual exhibition space to view digital representations of the artworks.



AR Projection Feature

Users can see augmented reality versions of the artworks through their smartphones, enhancing interaction and accessibility.

Outcome and Impact

Seamless Art Exploration

Easy-to-navigate platform enhanced user engagement.

Expanded Accessibility with AR & VR

Allowed remote users to experience One Madison's art collection without physical presence.

Scalability for Future Exhibits

The framework allows IBM to expand its digital, augmented, and virtual art experiences.



Challenges & Solutions

Challenge	Solution
Ensuring seamless navigation through QR codes	Designed a robust tagging and mapping system
Creating a responsive and visually engaging UI	Developed a scalable, minimalistic design with immersive visuals
Structuring diverse content for multiple artworks	Implemented a dynamic CMS for easy content management
Enabling a smooth VR experience across devices	Optimized 3D assets and utilized WebXR for cross-platform compatibility
Integrating AR experiences across multiple devices	Used WebAR frameworks for lightweight, device-friendly AR visualizations

Next Steps

01

Expand the AR storytelling elements with interactive guides for each artwork.

02

Integrate multilingual support for broader accessibility.

03

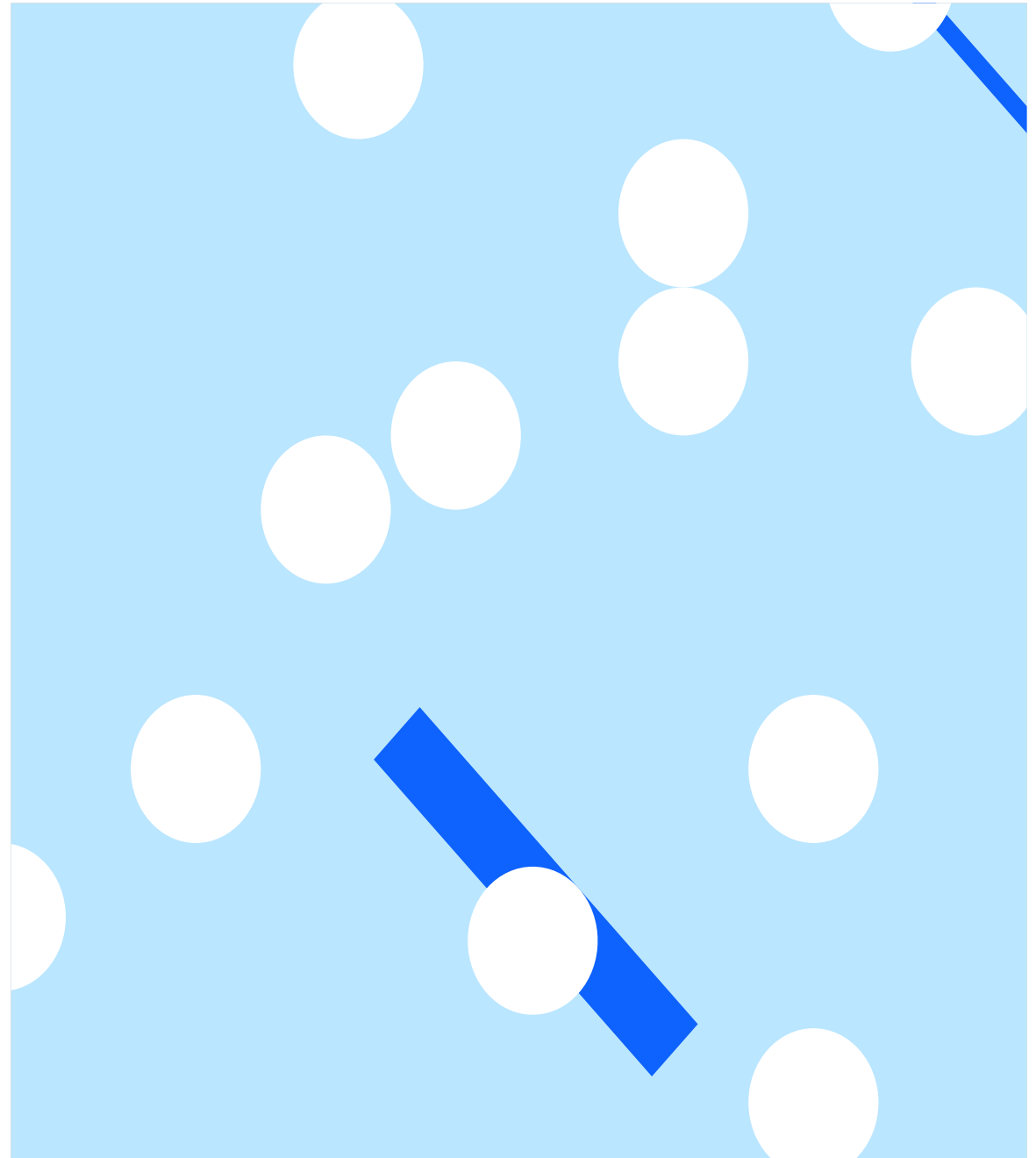
Enhance VR interactions by adding guided tours and voice-assisted narratives.

04

Explore AI-driven personalized recommendations based on user preferences.

05

Develop an AR mobile app that allows users to explore IBM's art collection in real-time, from anywhere.



Thank you



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