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Written Exercise Chapter 3
ITWP 2600 2024WI

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

The two art museums I chose to examine Grand Rapids Art Museum (GRAM) & The Dennos Museum. When it comes to membership prominence on the site it was a tad different. GRAM has the tab easily viewable on the top of the page. GRAM's membership page is well divided into segments depending on what tier of membership you are looking to purchase or renew. Each tier's membership is well defined with what benefits & the price of each tier explained in detail in bright visible lettering. Along with the full details of each tier of membership there are links to events that you can explore that come discounted because of your membership. Being able to explore what events are available at the GRAM monthly gives you more incentive to join up. What I would change regarding the GRAM's membership page is list the tiers as links at the top of the membership page as well along with the visible divisions on the page. This would help users who do not want to spend time scrolling to read the information they want immediately in front of them. Now onto the Dennos, membership is a tad less visible as you must either scroll down to "membership" tab at the bottom of the page or click under the top tab named "support". Once you arrive at the membership page all the different tiers are listed. Membership benefits are admittedly less when in comparison to GRAM, but they are clearly listed. The page is much more business-like with a less vibrant approach, strictly details without any flair. The positives are you would not be confused by this presentation, however bland. What I would improve is the font sizing & coloring scheme. The font is entirely too small for those who have trouble reading smaller lettering. Also adding more benefits along with a more vibrant page would help immensely with getting a user enticed to join.

Museum Links:

Grand Rapids Art Museum: https://www.artmuseumgr.org/
Dennos Museum - https://www.dennosmuseum.org/