

Written Exercise – Module 3

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The Two Museum's

Name: Detroit Institute of Arts

Site: <https://dia.org/>

Location: 5200 Woodward Avenue
Detroit, MI 48202
(313) 833-7900

Detroit Institute of Arts

To purchase a membership on the Detroit Institute of Arts website, you will navigate to their homepage. The membership link is in the upper right-hand corner, which brings you to the info page. It starts off with a nice welcome message that provides info on what you support by being a member; “DIA membership supports the unique history and culture that can’t be found on TV, online or in books, and ensures access to one of the world’s greatest collections of art. DIA members are our most faithful supporters and regular visitors.”. You can then navigate to the cart section where you would choose the membership you want and add it to your cart. I like the fact that they added a “give as a gift” option allowing for more sales of the membership. The site provides you with a lot of information on pricing, the benefits of each membership and makes shopping easy. Their membership page is so detailed, explaining in depth the benefits of having each membership and really does make you want to become a member. But this can be an area that I think the DIA can improve their membership page, there is so much information that it becomes overwhelming. I think they could benefit from a dropdown menu that the end user can click to reveal more information about that specific membership. This would limit the amount of stimulation the person gets from that information page. All and all, I think that the DIA has a fantastic website that needs little to no change because it really captures the essence of what the Detroit Institute of Arts is all about.

Name: Port Huron Museum

Site: <https://www.phmuseum.org/>

Location: 1115 6th St, Port Huron, MI 48060

To purchase a membership on the Port Huron Museum website, you will navigate to their homepage. The Port Huron Museum website doesn’t advertise their membership on their homepage, so you must navigate to the marvelous museums tab where you can find the store,

admission and membership links. When you click on the membership link you are met with a welcome message of; “Admissions tickets are valid only for a single location. Interested in visiting more than one location? Check out our memberships below to save money!”. The main membership page has big gaps in the webpage between the footer and membership information. This museum offers two memberships but doesn’t give you any information on either unless you click on each of the memberships and navigate to their specific page. I don’t think it is conducive for easy shopping, having to navigate to multiple links to get information that you need to make an educated purchase. The Port Huron Museum doesn’t make any convincing cases for buying a membership and think that they could really benefit from a quote like “Supporting Port Huron Museum’s since 2021!” and a bit of structure in their website to make more a better shopping experience. All and all, I don’t think this website is selling many memberships and would really benefit from an update to the interface and information on the website to support ease of use.