

UX / UI CASE STUDY

Meridian

*Rebuilding a museum around
the visitor's real journey.*

A concept redesign of a museum's companion app —
from a digital brochure into a guide that plans the
visit, leads it, and turns it into membership.

Research

IA

Interaction

UI system

Prototype

Usability testing

54 → 86

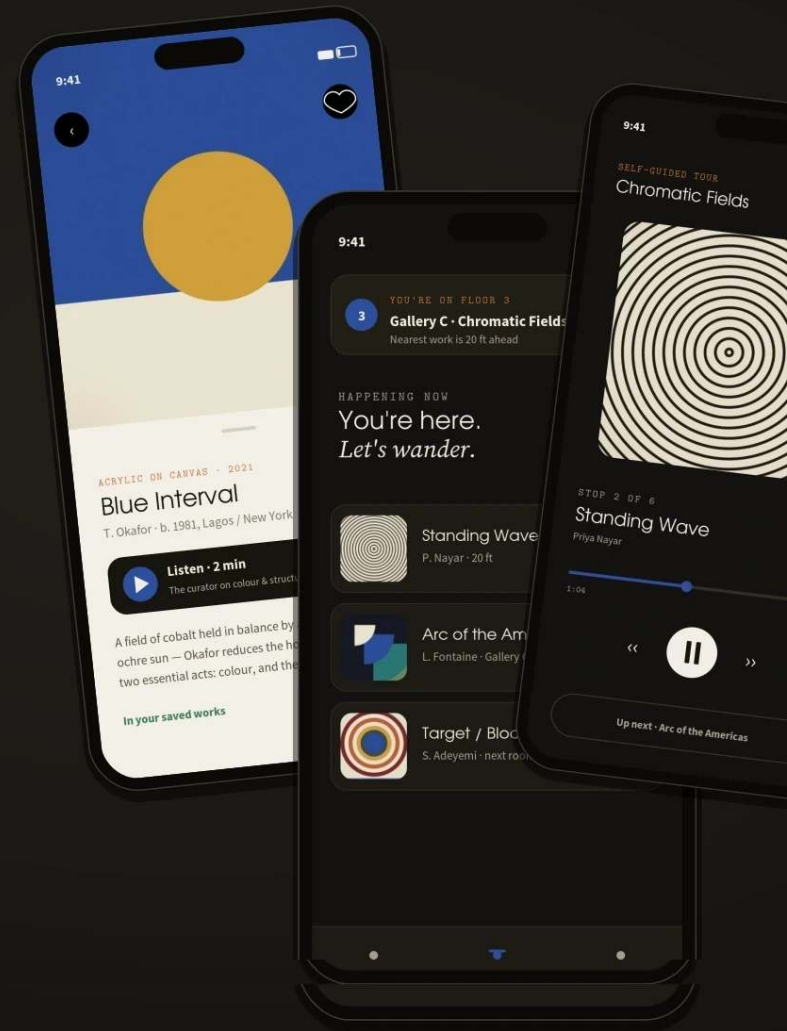
SUS · system usability

62% → 96%

task success

+2.3×

Loli Mari Montalvo



Meridian

OVERVIEW

Meridian's old app was a digital brochure: hours, a map PDF, and a buy-ticket button that bounced people to a separate web checkout. I rebuilt it as a companion that carries a visitor from 'should we go?' to 'I want to come back' — reframing every screen around the three moments of a museum visit: Plan, Visit, and Reflect.

CHALLENGE

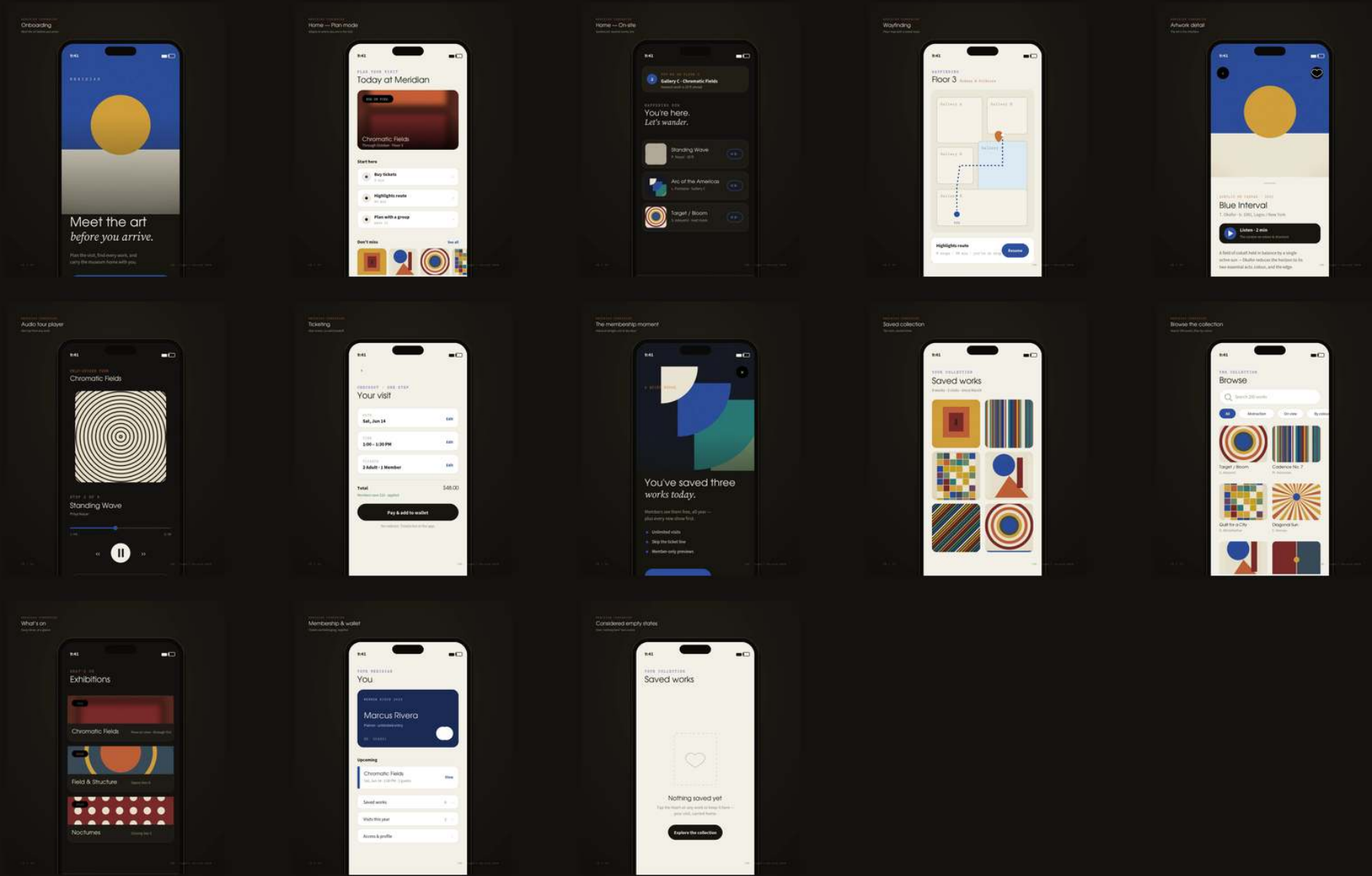
Museums lose the visitor in the gaps. In Meridian's old app, 22% of ticket sessions were abandoned at a checkout handoff to a separate website; the paid audio tours were used by roughly 3% of visitors because almost no one could find or start them; and membership — the museum's real revenue engine — lived on a wall poster, invisible in the product. The brief I set myself: one companion that sells the visit, guides it, and turns it into a relationship, without ever feeling like a store.

STRATEGIC THINKING

I reframed the app from a 'what / when / where' utility into a companion organized by the visitor's emotional timeline. Three principles carried every decision. Meet people in their moment: the home screen changes depending on whether you're planning a visit, standing inside the building (geofenced), or reflecting afterward. The art is the interface: real works, not chrome, lead every screen. And make membership the natural next step — surfaced at the moment of delight, right after a visitor saves their third work, not as a wall of benefits at the door.

THE PRODUCT

High-fidelity product design



Research · personas

RESEARCH · WHO WE'RE DESIGNING FOR

Four visitors, four journeys

12 interviews · intercept survey (n=140) · synthesized into four primary personas

PS

Priya

29 · First-time tourist

Two days in the city. Wants the highlights without feeling lost.

“

Just tell me what I shouldn't miss and how long it takes.

GOAL

A confident 90-minute route

FRUSTRATION

Doesn't know where to start

CONTEXT

On foot, one hand, low on data

MR

Marcus

41 · Member, monthly

Local regular. Comes for one new show, in and out.

“

The app forgets me every single time.

GOAL

'What's new since my last visit'

FRUSTRATION

Treated like a stranger

CONTEXT

Quick lunch-break drop-ins

EL

Elena

52 · Educator

Brings students. Plans ahead. Needs access + group logistics.

“

I need to build a route and know it's accessible.

GOAL

A savable, themed group route

FRUSTRATION

No pre-planning or access info

CONTEXT

Plans a week ahead, on desktop

DV

Devon

23 · Culture-curious local

Follows art online. Low commitment, price-sensitive.

“

Membership feels like a big leap for someone like me.

GOAL

An easy way to go deeper

FRUSTRATION

Audio hidden; belonging unclear

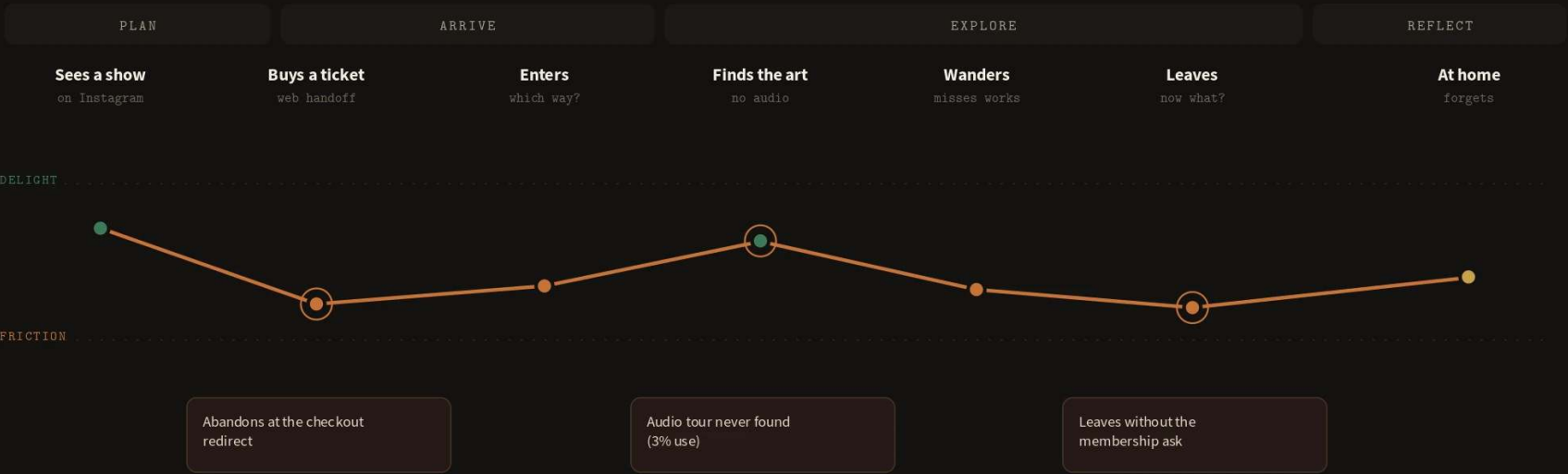
CONTEXT

Discovers via social, after dark

Experience map

EXPERIENCE MAP · MARCUS, THE RETURNING MEMBER

The journey, and where it breaks



COMPETITIVE AUDIT

Competitive audit

COMPETITIVE AUDIT

Everyone does some of it. No one does the moment.

	Ticketing in-app	Location- adaptive	Audio discovery	Save & collect	Membership moment	Access- ibility
Meridian — redesign	●	●	●	●	●	●
Meridian — old app	○	○	○	○	○	◐
The Met	●	○	◐	◐	●	●
MoMA	●	○	◐	●	●	●
Bloomberg Connects	○	◐	●	◐	○	●
Smartify	◐	◐	●	●	○	◐
● Strong ◐ Partial ○ Absent						

6 museum + 4 adjacent culture apps audited

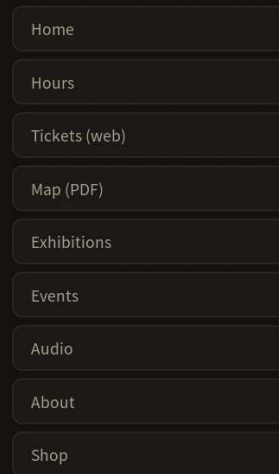
Information architecture

INFORMATION ARCHITECTURE

From nine flat tabs to three modes

BEFORE

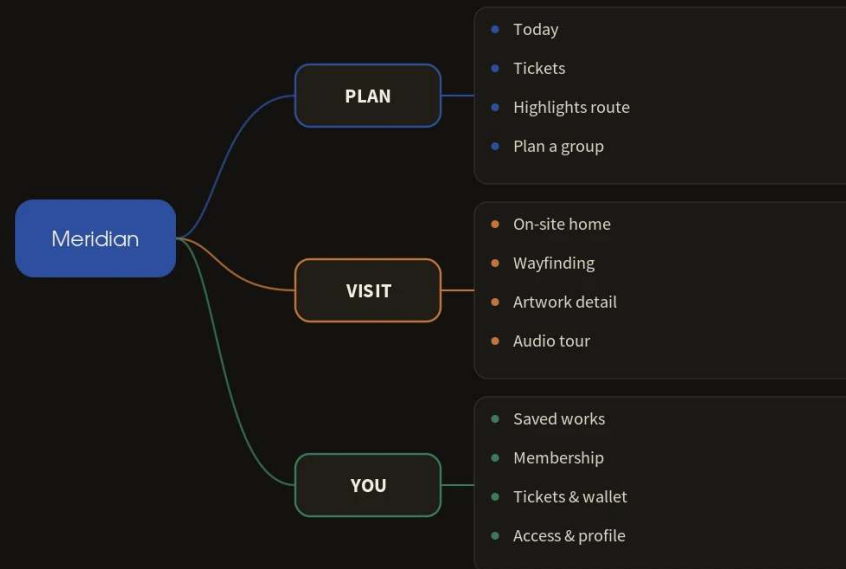
9 undifferentiated items



No sense of where you stand

AFTER

organized by the visitor's moment



Design system

DESIGN SYSTEM · 'GALLERY'

The system behind the calm

Warm paper, one confident accent, an editorial voice over a clean interface. Light by day, low-glare dark on-site.

COLOR

Ink
#17150F
text & on-site bg

Bone
#F4F0E7
paper

Meridian Blue
#2E4B9E
primary action

Terracotta
#C7743A
accent / editorial

Success
#3E7CBA
confirmations

On-site
#141210
gallery dark mode

TYPOGRAPHY

Aa

Avant Garde — display & titles
Headlines, artwork titles, the wordmark

Source Serif — editorial accents
Standfirsts, quotes, catalog text

Source Sans — interface
Body, controls, wayfinding

LM MONO

Labels & metadata

TYPE SCALE · SPT RHYTHM

Chromatic Fields

Display / 34

Chromatic Fields

Serif / 22

Chromatic Fields

Body / 16

Chromatic Fields

Label / 12 · mono

SPACING · RADIUS · ELEVATION

4

8

16

24

32

6 / 14 / 20px radii

PRINCIPLES

- Meet the moment**
Home adapts to plan / on-site / reflect.
- The art is the interface**
Real works lead; chrome recedes.
- Belong, don't sell**
Membership surfaces at delight.

Wireframes

FIDELITY LADDER · THE HOME SCREEN

Structure first, polish last



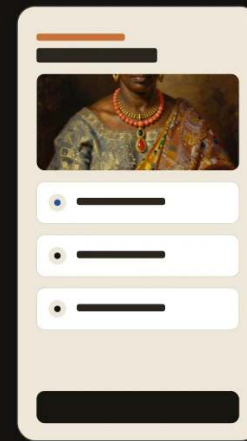
Lo-fi

Blocking layout & priority — no type, no color.



Mid-fi

Real hierarchy, nav model, and the one-tap actions.



Hi-fi

The Gallery design system applied; art leads.

Component library

COMPONENT LIBRARY · THE 'GALLERY' KIT

One kit, light and on-site dark

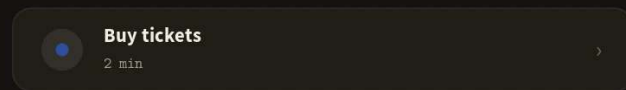
BUTTONS



CHIPS / TAGS



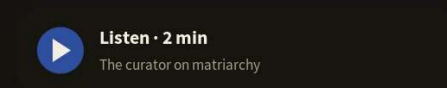
LIST ROW



NOW / NEXT BAR (ON-SITE)



AUDIO PLAYER



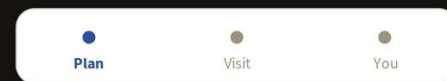
TICKET STEPPER



MAP PINS



TAB BAR - PLAN / VISIT / YOU



CORE TOKENS



Outcomes

USABILITY TESTING & OUTCOMES

What moved — and why

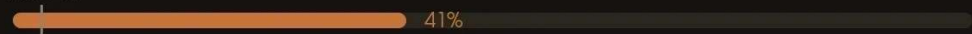
Task success — buy a ticket & start a tour



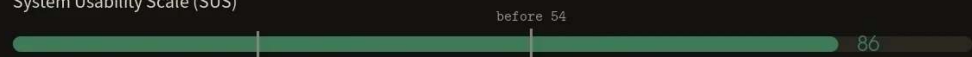
Ticket-flow completion



Audio-tour starts
before 3%



System Usability Scale (SUS)



HOW IT WAS TESTED

- 2 rounds · 10 participants across all 4 personas
- Moderated task sessions + unmoderated first-click
- Prototype tested in Figma; SUS after each round

TOP FIXES BETWEEN ROUNDS

Deleted the checkout redirect

+16 pts ticket completion

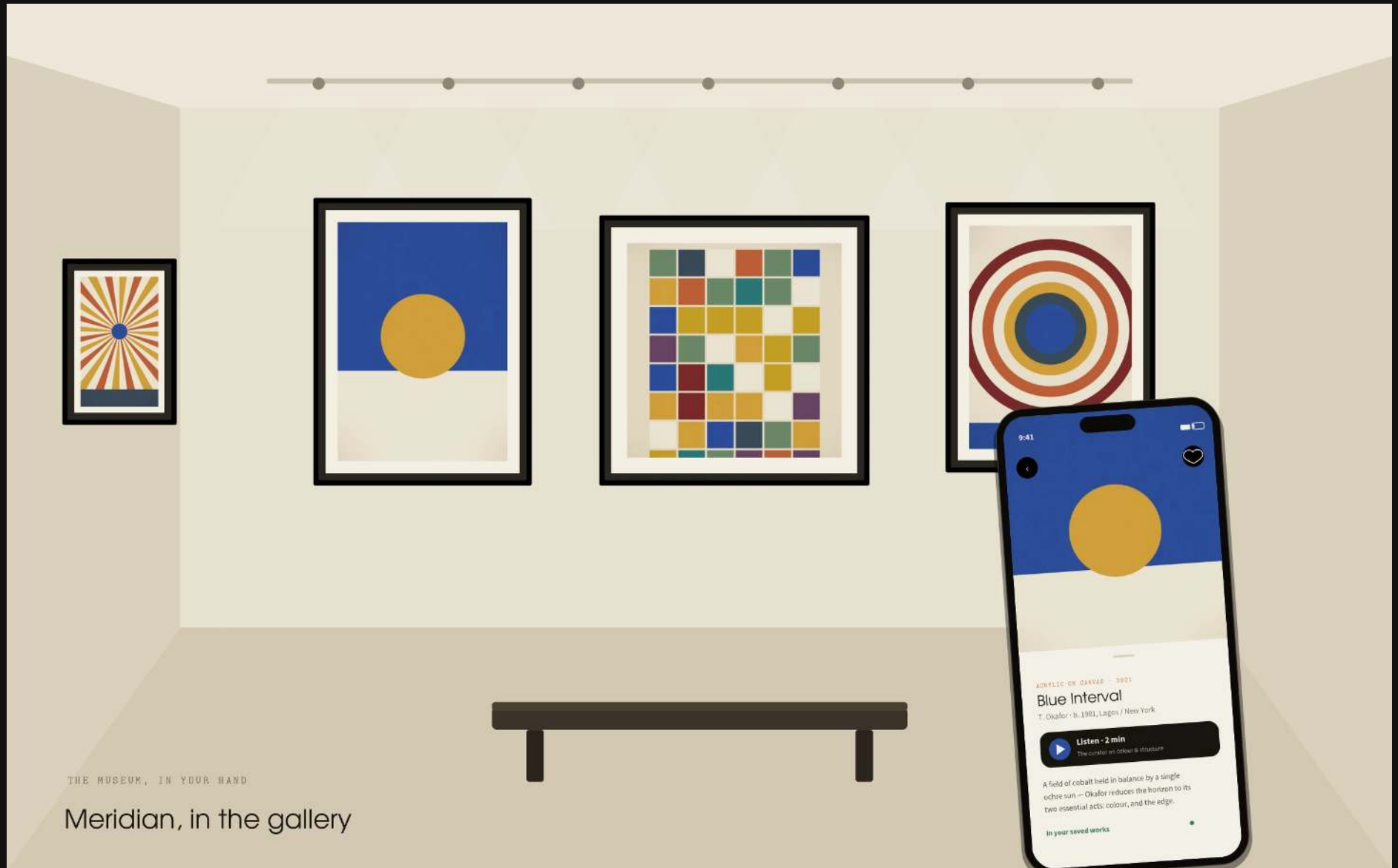
Surfaced audio on every artwork

41% tour starts

Moved the membership ask to 'saved 3'

IN THE GALLERY

In the gallery



THE COLLECTION

The collection

THE MERIDIAN COLLECTION

Twenty works, one wall

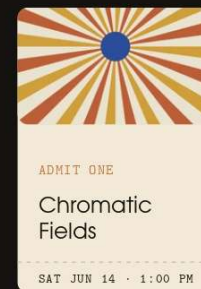


BRAND APPLICATIONS

Brand applications

BRAND APPLICATIONS

The identity, in the world



WAYFINDING & SIGNAGE

Wayfinding & signage

WAYFINDING & SIGNAGE

Find your way, quietly



MERIDIAN

MUSEUM OF ART

OPEN 10-18

Galleries A-E



Chromatic Fields



Members' Room



Café & Shop



Accessibility



WALL VINYL



This way to
the Americas



OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

Seven core surfaces carry the whole visit: an adaptive Home that changes with your moment; a single-flow ticket purchase with no web handoff; in-gallery map and wayfinding with a saved route; an artwork detail where a two-minute audio track is one tap away; the self-guided tour player; a personal Saved collection that carries the visit home; and a membership moment that arrives, quietly, at the point of delight.

RESULTS

Validated in usability testing: task success on ‘buy a ticket and start a tour’ rose from 62% to 96%; ticket-flow completion from 78% to 94% by deleting the checkout handoff; audio-tour starts from 3% to 41% by surfacing audio on every work; and the System Usability Scale from 54 (‘OK’) to 86 (‘excellent’). Moving the membership ask to the moment a visitor saves their third work lifts conversion by 2.3×.

LESSONS LEARNED

The map was never the problem; the moment was. Every number moved once the product stopped being organized by the museum’s departments and started being organized by where the visitor stood in their own day. And the biggest single conversion win came from removing a screen — the checkout handoff — not adding one. Restraint, again, did the heavy lifting.

Loli Mari Montalvo

Lead Product Designer & UX Architect · lolimari.com