

ITWP2600 – Written Exercise – Chapter 3 - Andrew Addens

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.

Henry Ford Museum of American Innovation:

https://www.thehenryford.org/visit/henry-ford-museum/?utm_source=google&utm_medium=organic&utm_campaign=gmb&utm_content=museum

In order to shop for membership on this site you would need to navigate to the membership tab on the ribbon. From here there is a landing page that tries to hook the shopper in with some facts and information. There's a YouTube video embedded in the page that explores what the membership has to offer and some of the cool parts of the museum. Below this are some bullet points recapping the perks and costs. They do a good job clearly describing what you would receive and the price right up front. In this case the annual membership would start at 75\$ and you would get features such as free parking and access to seasonal events. To get more information, you need to follow the purchase button which lays out additional options. I think one thing they could do to improve this page is make it more visually appealing. The membership page is bland with a white background and an uninspiring photo for the banner.

Cranbrook Institute of Science:

<https://science.cranbrook.edu/>

This museum website is like the last in which you can find the membership page by navigating through the ribbon. Right off the bat I found the homepage of this museum's website to feel lower budget and less appealing. On the membership page you will find a few paragraphs describing membership information and what the museum has to offer. The membership for this museum comes paired with a few discounts for other attractions such as Legoland/Sealife tickets. I think this is a good partnership since there would be a lot of overlap between the guests that would want to visit these two places. One thing I think the membership page does better on this site is break down the different memberships offered right on the base page. There are some drop down bullets describing varying levels such as Backstage, All Access and Family. I think one thing this site could do to improve is post a video on their membership page like the Henry Ford Museum did. I think a lot of people enjoy seeing a video detailing what they would be purchasing. This would be a lot more convincing for new guests.