

Chapter 3 Exercise

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The first museum I chose was the Detroit Institute of Arts. You can find them at <https://dia.org/>. When a visitor first enters the website, the membership link is listed at the top right in small text, which may not immediately draw attention and can be overshadowed by the larger navigation such as “Visit” or “Collection”.

The membership informational page presents a small introductory section emphasizing that members are faithful supporters who help preserve history and culture. This messaging can appeal to the user’s sense of community involvement, which may encourage them to purchase. Pricing for the different membership tiers are labeled transparently, ranging from \$100-\$1,000 per year. However, the structure of listing higher tiers as “Everything above, plus (x)” may require users to repeatedly scroll to compare benefits, reducing ease of comparison.

Selecting “Become a Member” directs visitors to a purchasing page that again lists membership tiers and pricing. This section also uses a structure of “All DIA Member benefits, plus” and only lists up to 5 benefits per membership, requiring users to open additional pages to see full benefit details. Additionally, while the informational membership page only listed membership options of \$100-\$1,000, the purchase page offers memberships up to \$25,000, which could surprise users. Next to each membership option is a “Join Now” or “Give as a Gift” button which directs you to purchase. Overall, the purchasing process is straightforward, but the site could improve usability by presenting membership tiers in a clearer comparison format and reducing repetitive descriptions.

The second museum I chose for this assignment is The Mini Time Machine - Museum of Miniatures. You can find them at <https://theminitemachine.org/>. When opening the home page, the membership link is in bold on the top right, making it easy to locate.

The membership informational page emphasizes the enjoyment members get from exclusive benefits and the impact they have in supporting the museum’s mission, indicating membership “makes a bold statement about yourself and your values”. The site encourages visitors to purchase by highlighting these emotional and experiential benefits, along with showing reviews from past members. Benefits are displayed in a checklist format for easy comparison between tiers, with pricing ranging from \$50-\$1,000 depending on the number of visitors. However, the checklist is an image rather than text, which may make it difficult for some users to access. Clicking “Join | Renew | Gift” directs users to select a membership type and add it to their cart.

One suggestion for improvement would be to make the checklist text based so that benefits are accessible to all users, including those using screen readers. Overall, the site

clearly communicates benefits and encourages membership through its messaging and social proof.