

Improved Visitor Experience While Reducing Staff Workload

User journey strategy, operational efficiency, information architecture, and digital infrastructure that improved both the visitor experience and front-line staff efficiency.

USER JOURNEY STRATEGY · OPERATIONS & PROCESS IMPROVEMENT · INFORMATION ARCHITECTURE · DIGITAL INFRASTRUCTURE

KPI SNAPSHOT

A fragmented museum website was rebuilt around clearer visitor pathways, stronger organic discovery, and self-service actions that reduced unnecessary staff intervention.

+188%

Unique Visitor Growth

+194%

Organic Search Traffic

680

Party Rental Inquiries
Digitized

36%

Less Front-Desk Phone Time

ROLE

User Journey, Operations & Digital Experience Strategy

PROJECT OVERVIEW

Evaluated how visitors moved through the museum's digital experience and how those pathways affected front-line staff. Reorganized information architecture, simplified common actions, connected website forms directly to responsible employees, and improved continuity across ticketing, membership, rental, and visitor-information touchpoints. The result was a clearer public experience that also reduced avoidable administrative work behind the scenes.

DATA NOTE

Digital performance metrics reflect Wix Studio reporting. Staff-efficiency estimates are based on documented workflow changes and historical handling time for common visitor inquiries.

CONTEXT

The challenge and the strategic response

The museum had an established community presence, but its digital experience created unnecessary friction for both visitors and staff. Common questions, inquiries, purchases, and information searches often required extra steps or manual intervention.

PROBLEM

Repetitive front-desk questions

Staff spent substantial time answering the same visitor questions by phone because essential information was difficult to locate online.

Unnecessary inquiry steps

Visitors often had to find an email address, leave the website, open their inbox, compose a message, and wait for routing.

Disconnected purchase experience

Ticketing and membership actions shifted visitors into a third-party system that felt visually separate from the museum.

Information trapped in outdated formats

Important visitor and donor information relied on downloadable PDFs that were cumbersome on mobile and added friction.

STRATEGIC RESPONSE

● Designed for self-service

Reorganized visitor-facing information around real questions and common tasks so people could find answers without contacting staff.

● Connected the user path to the staff workflow

Created onsite forms that routed submissions directly to the employee responsible for handling each request.

● Strengthened continuity and trust

Carried museum branding into the external platform and embedded available functionality directly into the website where possible.

● Modernized information access

Brought key content into the website experience so it was easier to read, navigate, and act on across devices.

WHAT WAS BUILT

A connected visitor experience that also reduced avoidable staff workload

→ Visitor-Focused Information Architecture

Reorganized content around the needs of families, educators, members, donors, event visitors, and other museum audiences.

→ Direct-Routing Inquiry Forms

Built website forms that sent requests directly to the appropriate staff member, reducing manual forwarding and extra visitor steps.

→ Self-Service Information System

Surfaced frequently requested information more clearly so visitors could answer common questions without calling the front desk.

→ Ticketing & Membership Continuity

Improved the transition into third-party purchasing systems through branding alignment and embedded functionality.

→ Mobile-Friendly Content Presentation

Moved key information away from PDF-dependent experiences and into more usable web-based content.

→ Event & Program Infrastructure

Created clearer digital pathways for changing programs, events, visitor information, rentals, and related calls to action.

BUSINESS IMPACT

What changed for visitors and staff

The redesigned experience increased digital discovery and self-service activity while reducing repetitive front-desk work. More than 880 party-rental and field-trip inquiries entered structured digital workflows, giving visitors clearer pathways while reducing manual staff handling.

208

Field Trip Inquiries Digitized

26 HRS

Estimated Staff Time Saved
Monthly

+277%

Membership Page
Engagement

+318%

Form Submission Growth

OPERATIONAL OUTCOMES

01 Visitors found more answers without calling

Frequently requested information was reorganized around real visitor questions, supporting self-service and reducing repetitive front-desk conversations.

02 Inquiries reached the right staff faster

Structured forms connected visitor actions directly to responsible employees, reducing unnecessary handoffs and manual routing.

03 Membership and visitor pathways gained visibility

Improved information architecture and organic discovery increased engagement with high-value pages, including substantial growth in membership-page visits.

04 Digital improvements supported internal efficiency

The website became part of the operating workflow rather than a separate marketing asset, improving both public usability and staff efficiency.

WHAT THIS PROJECT

DEMONSTRATES

Business Growth Strategy · Operations & Process Improvement · User Pathways & Service Experience · Digital Infrastructure & Systems · Information Architecture · Organizational Efficiency