

Written Exercise – Chapter 3

The two art museums' websites I visited are the Detroit Institute of Arts and Michigan Science Center. Their websites are <https://www.mi-sci.org/> and <https://dia.org/> .

The Detroit Institute of Arts website was easy to navigate for a membership. On the homepage you can find the membership link on the top right. On this page it explains the different membership levels and the benefits that they have. The website makes a convincing case for buying a membership by showing images of the museum and providing information about admission, various discounts, events, and communication. After you evaluate which membership would be best for you, you can click become a member, select "join now" under the membership you'd like, fill out your information and place the order. One improvement the site could make is to add a frequently asked questions section to answer common questions that potential visitors may have.

Searching for a membership on the Michigan Science Center website was easy. On the top of the homepage there is a link that says "become a member" that takes you to their membership page that explains the different types of memberships they offer. The website makes a convincing case for buying a membership by having an opening paragraph describing many of the main benefits, showing a chart of what benefits each type of membership has, and having a membership frequently asked questions section. After picking out which membership works best for you, click "join now" under the membership chart, select your membership plan, enter your name and click "Buy/Renew", click the checkout button, create an account, and complete the rest of the information required. One improvement the site could make is to make some visual changes to the chart that displays the different levels to their memberships. The text is small and I found myself needing to zoom in and read the content. Making the chart bigger with larger text would be better for the user to clearly see all of the benefits of the membership.

Overall, while both websites make the membership purchasing process fairly simple, I preferred the Detroit Institute of Arts because of the visual appeal and how it was easier to explore the benefits of each different level.