

## Exercise 3

The first site I visited that offered a membership is <https://dia.org/> which is the website for the Detroit Institute of Arts. The second site was <https://americanart.si.edu/> which is the website for the Smithsonian American Art Museum. For locating the membership area, the DIA is the clear winner, the tab for it is front and center on the nav bar located at the top of every page. Conversely it took some digging around to find the membership option for the Smithsonian which can be found under the “Donate” tab, which itself does stand out but the word itself may put off some people from ever hovering it.

For membership options, again the DIA has it front and center on the page, immediately explaining what every member no matter what the tier level has access to then proceeding to list every tier level, their prices, and the perks that make them stand out from the other levels. The Smithsonian, however, makes just a bit more effort necessary to figure out what the memberships are about. After locating the memberships under the “Donate” tab, you then need to click a “join now” button under one of the two offered memberships which then takes you to a separate page dedicated to that membership. Once there a small description of the membership is given and contact information if any questions are had. Further down the page a few perks are mentioned then the option to download a brochure exists in order to get a breakdown of all the benefits. Even further down and you’ve finally reached the different tier levels and their prices along with the benefits of the tiers. The other membership offered at the Smithsonian has a far more barebones site offering just a few bullet points of the benefits and further down the option to pay for one of two different variations of the same membership, an individual one or a “couples” one which offers a slightly cheaper alternative to buying two individual memberships.

For someone interested in becoming a member I would say the DIA offers a great experience in becoming a member as well as knowing what you will get out of being a member while the Smithsonian seems like it treats becoming a member as more of an afterthought and especially for one of their two memberships does not seem like it particularly cares one way or the other if someone decides to become a member. I’d say the DIA puts up a great effort to entice people to become members while the Smithsonian, not so much.

I honestly don’t see much in a way that the DIA site could be improved, each page is laid out well, structured nicely, and serves the exact purpose it exists for as well as making it easy to find

other pages you may be looking for and navigating around. The Smithsonian on the other hand, while generally it too is laid out nicely, some of the areas of the site really lack information on the site itself and looks for the user to get desired information elsewhere via contacting someone else or downloading an external something that talks more about the thing at hand. I would say they should be a bit more up front with the information, especially if they're going to have whole pages dedicated to individual things, I see no reason to not use those pages for the purposes of informing.