

16. 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.

I have chosen the Metropolitan Museum of Art in New York City and the Museum of Fine Arts Boston in Massachusetts. Both museums offer memberships and are large enough to invest in their websites.

Starting with the Metropolitan Museum of Art or MET. The MET is one of, if not the most visited museum in the United States. The “Become a Member,” option is particularly easy to find with great placement in the upper right corner. After clicking on the member link, you are taken to a landing page that encourages you to join or renew your membership. It also informs you of benefits of membership like unlimited admissions, priority access to exhibitions and invites to members-only events. The memberships themselves range from \$90 up to \$1,500 and are for locals or there is an option for people who are, “global”, which means outside of a 200-mile radius from the museum. Each one is set up with a card style set up with the ability to join with a click. Each card informs us of each individual benefit that comes with each level. They also use simple graphics to show how many members and guests each one comes with in an easy way. Even the tax-deductible amount for one’s taxes is listed in each card.

Next is the Museum of Fine Arts Boston or MFAB. The MFAB is also a well-known museum in the United States. Unfortunately, this web page required a bit of a hunt for its membership information. Starting with the navigation menu represented by three lines, the drop-down menu did have a listing for membership. It then has another menu move in and gives a number of options for all types of events, gifts, patrons, etc. The top option of levels and benefits seemed the most promising. Once there the hunt and peck mentality continues with a rather large graphic dominating the top of the landing page with a passage discussing a few benefits. Below you find more benefits and then you must slide down to the membership levels. These range between \$90 to \$300. You must scan down to each membership to view the benefits as they are stacked upon each other. Tax deductions are discussed but only as a way to up-sell to the costliest option. This page also includes information about becoming a museum council member and patrons as you move down the page.

For comparison, the clear winner would be the MET. The MET offers easy, concise, navigation using a prime spot on the webpage. On the MFAB the visitor must look for the dropdown menu which is hidden by 3 lines. When you select membership, another menu is layered and then another click is required to access the membership landing page. The differences continue when it comes to how the options are represented by each museum. The MFAB has list that was not as user friendly and required the visitor to roll back and forth to compare the membership options. The MET, however, has each option clearly defined and labeled with graphics to help shoppers compare. When it comes to easy navigation, better presentation for shoppers, and a more persuasive case to purchase a membership, The Met wins.

Suggestions for the Met would be to possibly highlight the members' link or increase the font size for customers who may not see the smaller text size immediately. As for the MFAB, I would honestly suggest them to check out the way the MET has set up their website for inspiration. The navigation should be streamlined and easy to follow. The membership link should be noticeable immediately instead of in a dropdown. Lastly the page with the details should be streamlined, easy to read, and appear less cluttered.

Sources:

<https://engage.metmuseum.org/members/membership/?promocode=56373>

<https://www.mfa.org/membership>