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Written Exercise – Chapter 3

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 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.

The first art museum to visit is the UMMA, University of Michigan Museum of Art. When you visit their website and investigate the menu options there is a section listed as “support”. Under the support option you can choose to become a member! There is a clearly stated paragraph that gives the reader a good idea of what they offer and a few disclaimers about annual renewals. The first membership offered by UMMA is free! Within the free membership all that’s included is listed with a checkmark directly under the pricing. The next two memberships are under the same format as the further you scroll which includes the reciprocal and 525 options. This website clearly displays what each membership offers in a coordinated manner. Personally, a free membership is very enticing and convincing to attend, this would also aid in someone upgrading their membership in the future. My recommendation for this site is to offer more inclusive or a variety of options. The levels currently provided are diverse, however once looking into other sources it could provide better revenue for the business with more options for buyers.

<https://umma.umich.edu/support/become-a-member/>

The second art museum to visit is the DIA, Detroit Institute of Art. When you visit their website and look at the menu options, at the bottom of the page you can click on membership. They offer two accessible options at the top to become a member or renew your own membership. This offers convenience to the user. They have a discloser at the start of the page as well that advises on some of the benefits, information, and instructions needed before proceeding. There are 13 different options for membership offered at the DIA that range from an ordinary museum goer to the investors. Each options displays the cost and what is included with that package in a concise order from cheapest to most expensive. The Associate memberships are separated by a different tab to avoid confusion. Since this location offers many different types of memberships it can be convincing for anyone to choose to join because of the flexibility. With more options, it creates more opportunities for certain people. My recommendation for this site is possibly marking the disclosers after the memberships are displayed instead of vice versa. It is good to inform the users of the products to come, however it may defer certain users from being inclined to purchase.

<https://dia.org/support>