Module 3 – Chapter 3 Exercise

Name: The Metropolitan Museum of Art (The Met)
URL: https://www.metmuseum.org

Name: The Art Institute of Chicago
URL: https://www.artic.edu

When I went on the Met website, I had to go to the three lined menu at the top of the page. From there, the membership button is clearly visible to redirect to the membership page. On the membership page, before the membership options, there is a paragraph about joining or renewing, and underneath is a short statement saying that the membership pays for itself in two visits in bold text. The layout has 6 different types of memberships from lowest to highest and one that is lower than the original but is intended for members who live outside a 200-mile radius of the museum. The page convinces the customer to purchase the membership with the description and the perks of each type of membership. They also provide an FAQ and contact form at the bottom. It is very easy to purchase membership on the site. I would recommend a simple "reviews" section from customers to give their feedback and testimonials of their membership. This may make it even more convincing for users to purchase a membership.

The Art Institute of Chicago had a similar experience on their website. It is a bit easier as the membership button is featured on the very top of the page. There is no extra navigation necessary. On the membership page features 3 different types of membership options. They don't convince the user too much to purchase but explain the perks and benefits of the memberships. It was also easy to navigate and purchase one. I would recommend more images and reviews from customers to give them their experience.