

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.

My two art museums are the Detroit Institute of Arts (dia.org) and the Cranbrook Art Museum (cranbrookartmuseum.org). When visiting the two websites I found that both had a membership link clearly labeled and easily accessible at the top of their homepage. The DIA's membership page is easy to follow and has two buttons conveniently placed under the first header that give you the options of either buying or renewing a membership. Scrolling down you can find all the membership benefits, and then all the different memberships are listed along with what is included with the membership and the prices. Cranbrook's membership page was set up in a similar order as the DIA's page but was more interactive. Instead of one big list of all the memberships and their information, Cranbrook had each membership individually listed under a unique picture, with its own drop-down menu that displayed all the information. It also included membership benefits and a link to membership events. Overall, I think both websites do a good job encouraging people to buy a membership, as they both provide good information about the memberships and make it easy to buy in just a few clicks. The only thing I could think of to improve the two sites would be to include a question-and-answer section, in case there are any questions about a particular membership or benefit.