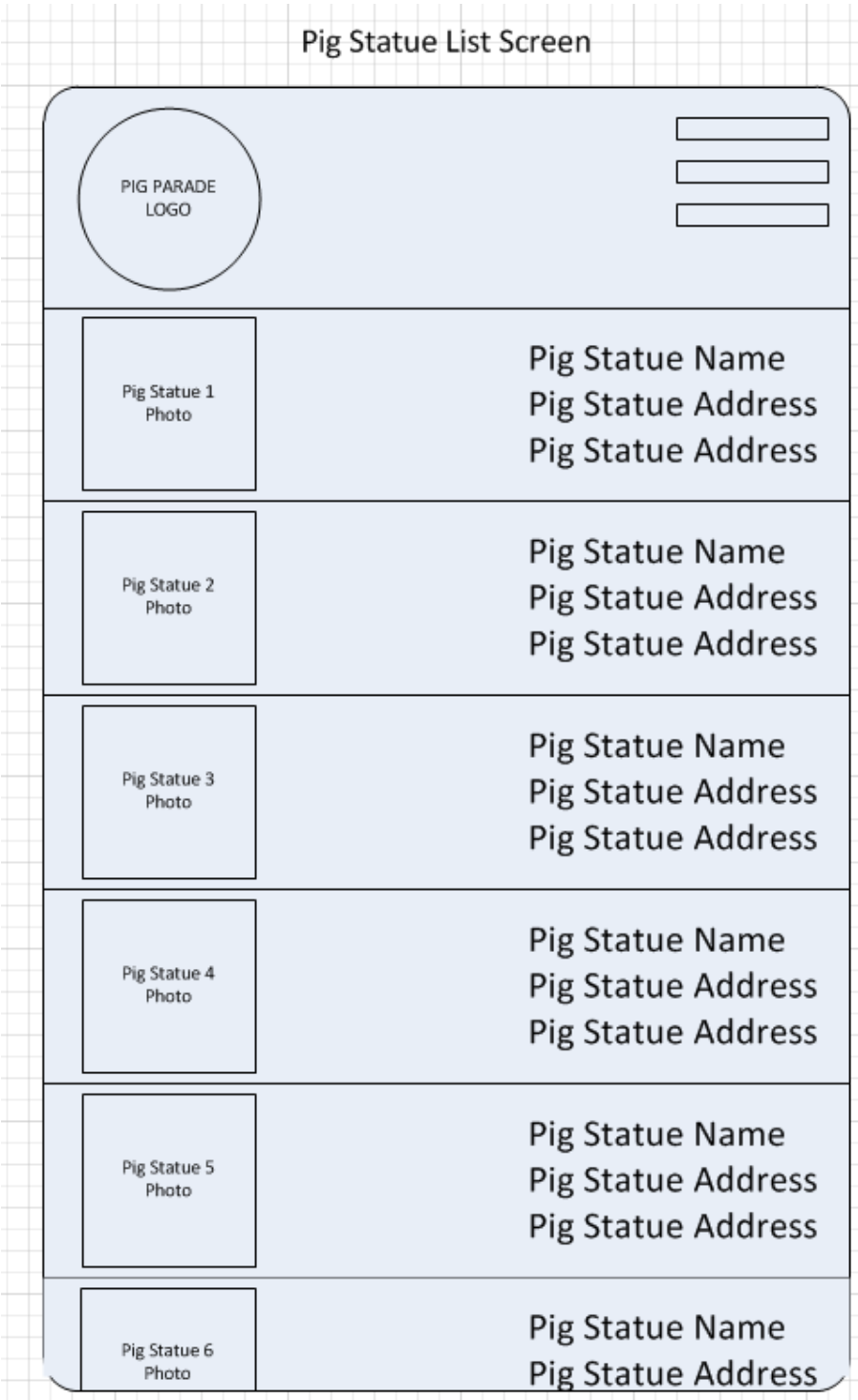
Jennifer Lycke
UXII-NYU
Homework 4
Prototypes, Usability Testing, Refined Wireframes, Draft Portfolio Story

Prototypes used for Usability Testing:


Pig Statue List Screen
PIG PARADE LOGO
Pig Statue 1 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 2 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 3 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 4 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 5 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 6 Photo
Pig Statue Name
Pig Statue Address

Pig Statue Details Screen

PIG PARADE LOGO

PIG STATUE NAME

Pig Statue 1 Photo
(hyperlinked to map)

Pig Statue Address
View on Map

By ARTIST NAME

Pig statue description text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel lacus eu mauris iaculis faucibus. Donec vulputate sodales convallis. Nulla nisi ligula, laoreet eget lorem at, vulputate hendrerit ipsum. Phasellus at metus ligula. Aenean mi sem, facilisis venenatis laoreet vitae, vulputate vitae lorem. Quisque cursus lectus at nulla dictum tincidunt quis vel erat. Maecenas accumsan lacus a lacus maximus accumsan. Praesent rhoncus felis id sapien dictum condimentum. Duis cursus molestie mollis. Phasellus et purus non mi euismod pulvinar eget quis ligula.

Back to Pigs

Local Businesses

Restaurants List

Restaurant Details

Pig Statue Map Screen

Sandwich Menu
PIG PARADE LOGO
Find the Pig Parade
Things To Do
About Smithfield 20/20

Usability Testing Participants:
I had 2 participants- one 25 year old woman and one 42 year old man. Both are local, so are familiar with the town of Smithfield and with the pig statues. Both own smartphones and use them regularly for apps, GPS, social media, and photography.

Usability test methods:
I met with each participant one-on-one and I used a paper prototype, as well as a clickable prototype of the 8 screens of wireframes (incorporated into this document). I showed each participant one screen paper printout at a time and asked each of the questions below. I then asked each participant to go through each of the 2 usability testing scenarios listed below, including each sub-task, using the clickable prototype on a laptop.

Welcome screen:

1. What do you think the app is about?
2. What do you think you could do with the app?
3. What do each of the labels indicate?

Each list/details screen:

1. What do you think this screen shows?
2. What would you do next? Why?
3. What do each of the labels indicate?

Menu screen:

1. What do each of the labels indicate?

Usability Testing Scenarios:

1. Get directions to the 3rd listed pig statue. Find a restaurant near that pig statue (3rd). Get directions to that restaurant.
2. Find out more information about the 5th listed pig statue, such as description and artist name. Take a picture of that pig statue (5th). Find a list of historic sites located near that pig statue (5th).

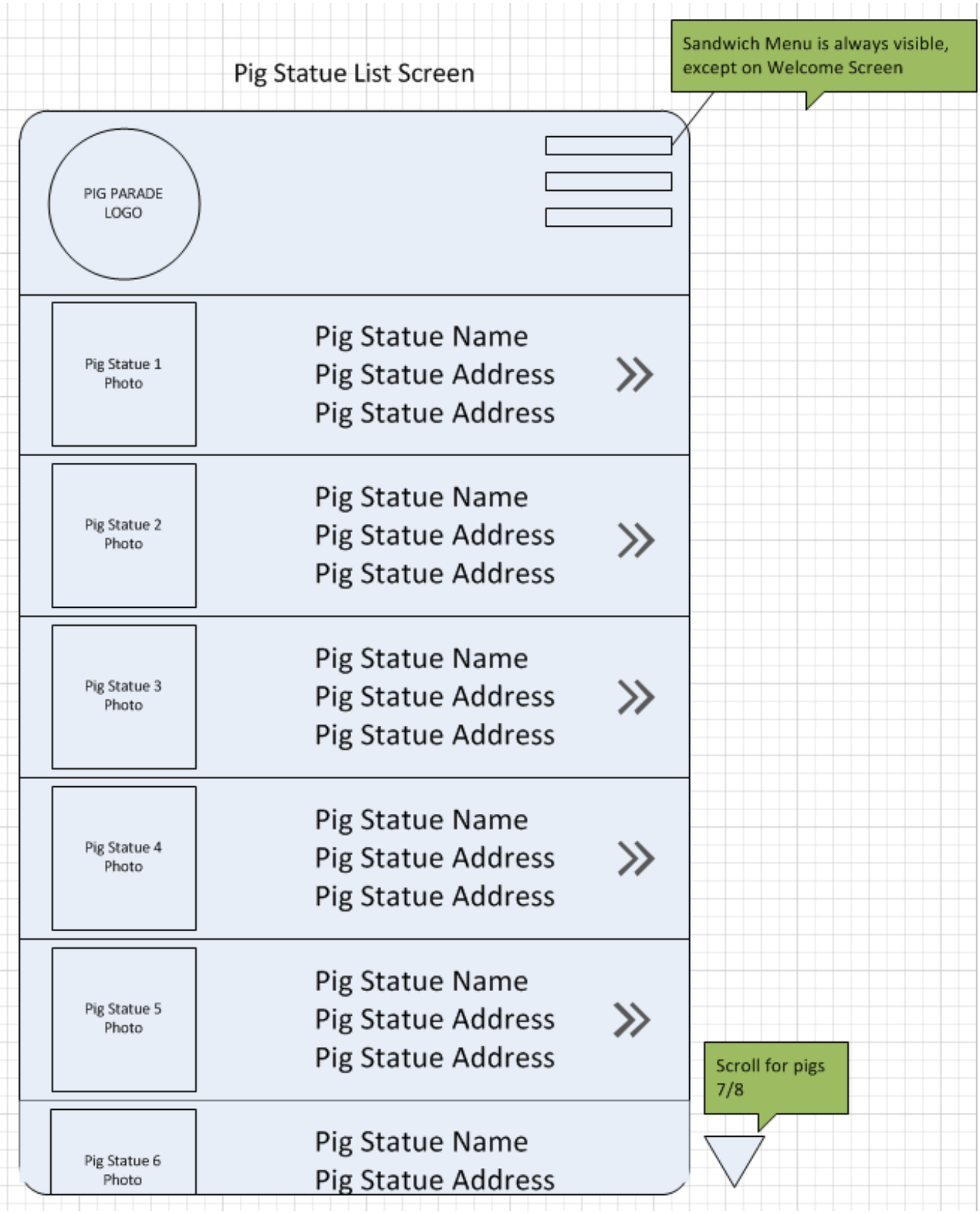
Usability Testing Results Summary:

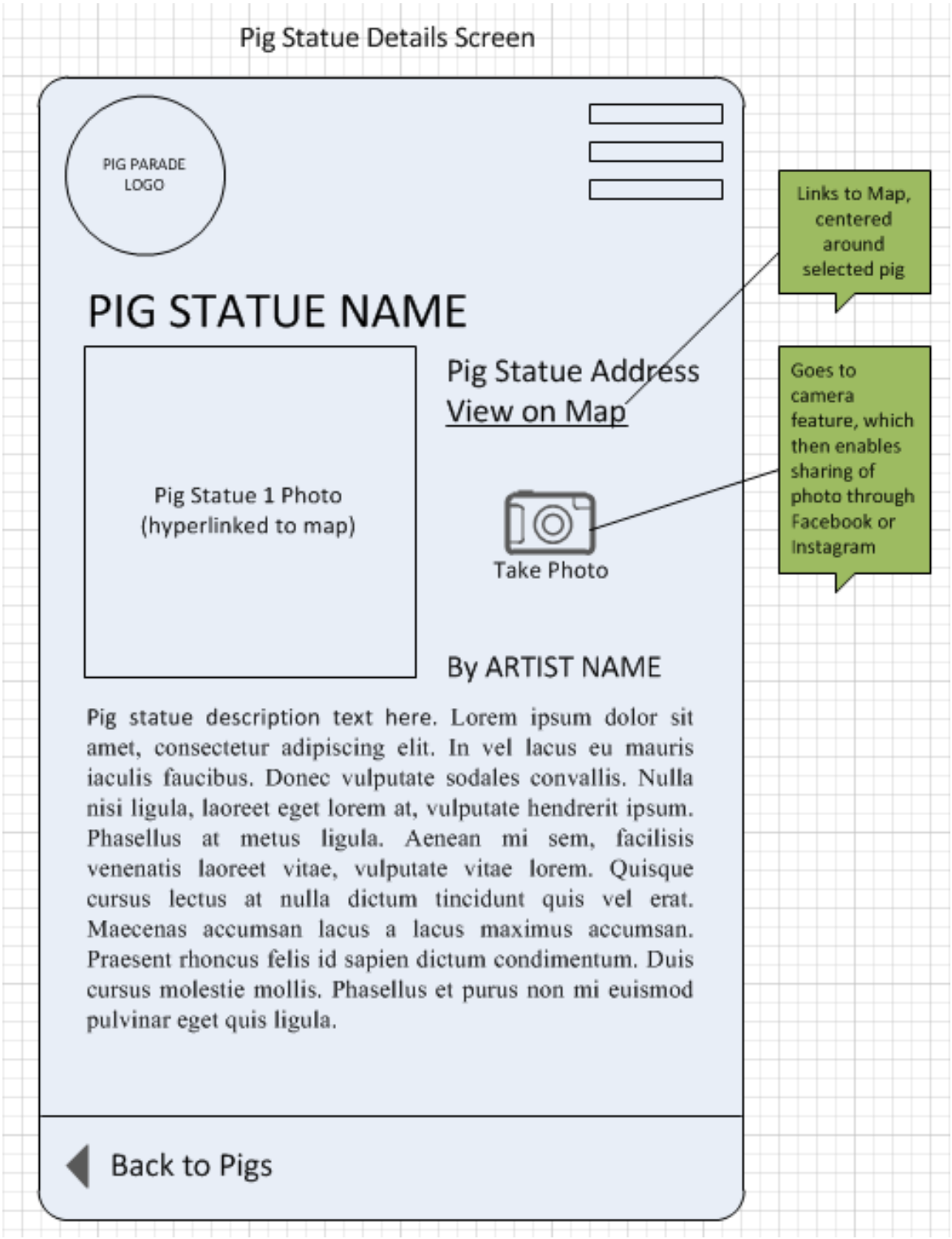
Key Findings/Suggestions:

1. Add arrows to the list screens, so that it is clearer to users that they need to tap to view more details.
2. On the welcome screen, change "See the Sights" to "See Local Sights" so that it is less confusing. One user thought that "See the Sights" would bring up photos of the pigs, as opposed to a listing of local businesses. The menu item "Things to Do", should say "See Local Sights" to be more consistent with the updated "See Local Sights" button on the home page. The screen labeled "Local Businesses" should also say "Local Sights" to be more consistent with the button and menu label.
3. Add the label "Take photo" to the camera icon, so that it is clear that the icon can be used to bring up the camera to take a picture. A participant wasn't aware that one was able to take a photo through the app.

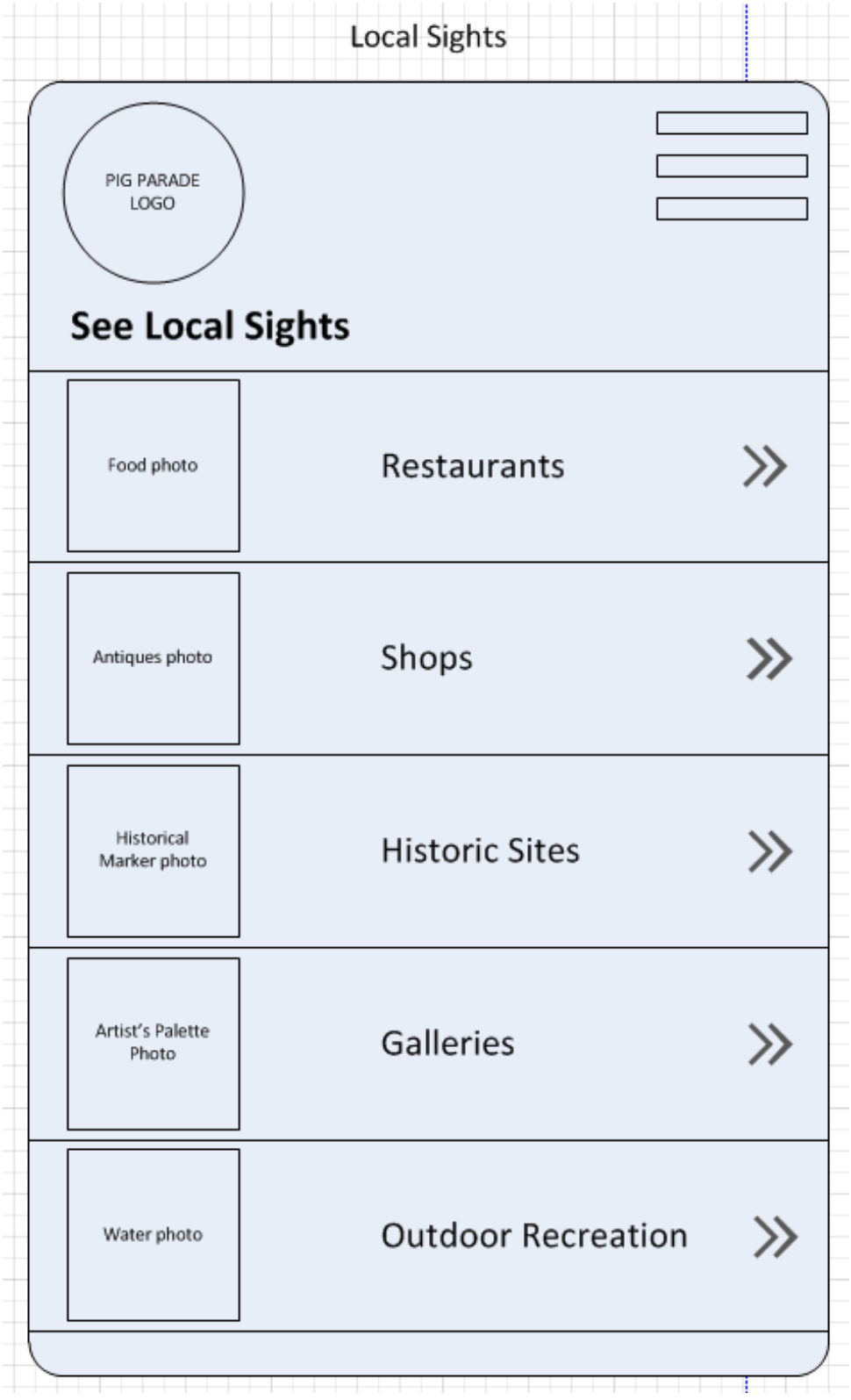
Otherwise, the overall feedback was positive: they understood the purpose of the app, thought it would be useful to visitors and locals, and thought the purpose of each screen was clear. Other than the few issues previously mentioned, they thought the navigational labels were straightforward. When tasked with the scenarios, they were able to perform the tasks with little hesitation or confusion, aside from the previously mentioned issues. I have made updates based on these findings to the refined wireframes below.

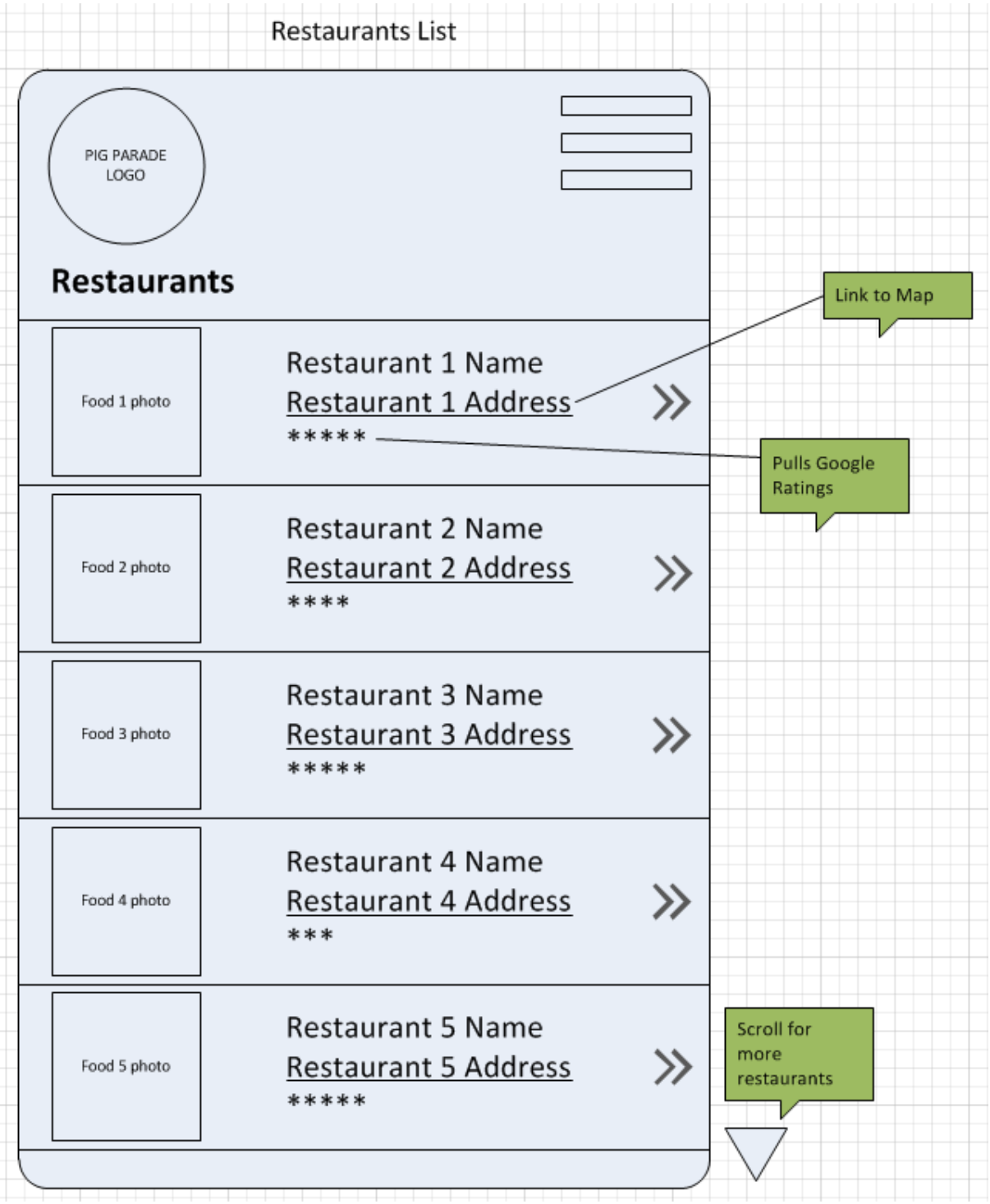
Refined Wireframes

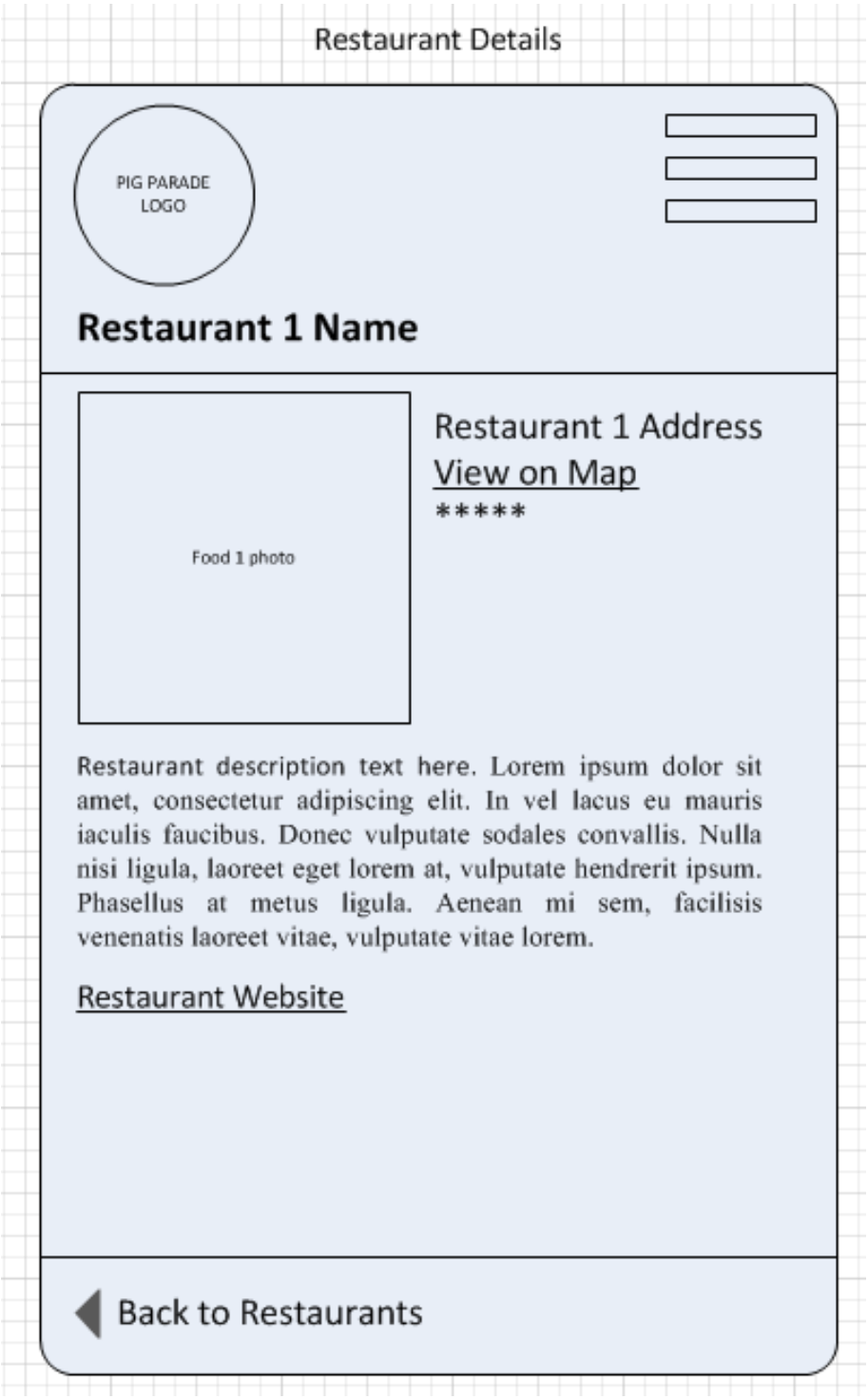

Pig Statue List Screen
Sandwich Menu is always visible, except on Welcome Screen
PIG PARADE LOGO
Pig Statue 1 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 2 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 3 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 4 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 5 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 6 Photo
Pig Statue Name
Pig Statue Address
Scroll for pigs 7/8

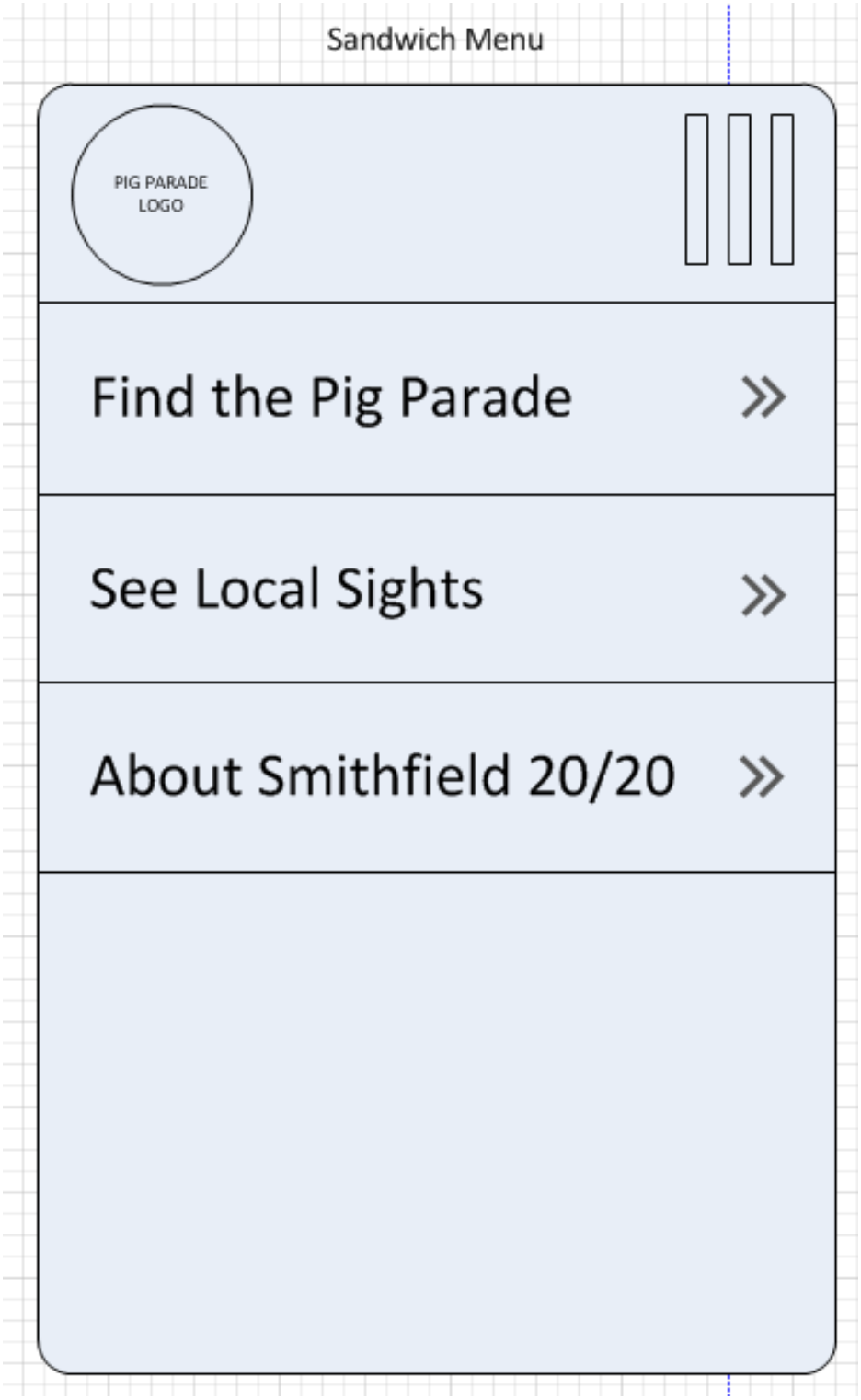

Pig Statue Details Screen
PIG PARADE LOGO
PIG STATUE NAME
Pig Statue 1 Photo (hyperlinked to map)
Pig Statue Address
View on Map
Take Photo
By ARTIST NAME
Pig statue description text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel lacus eu mauris iaculis faucibus. Donec vulputate sodales convallis. Nulla nisi ligula, laoreet eget lorem at, vulputate hendrerit ipsum. Phasellus at metus ligula. Aenean mi sem, facilisis venenatis laoreet vitae, vulputate vitae lorem. Quisque cursus lectus at nulla dictum tincidunt quis vel erat. Maecenas accumsan lacus a lacus maximus accumsan. Praesent rhoncus felis id sapien dictum condimentum. Duis cursus molestie mollis. Phasellus et purus non mi euismod pulvinar eget quis ligula.
Back to Pigs
Links to Map, centered around selected pig
Goes to camera feature, which then enables sharing of photo through Facebook or Instagram

Pig Statue Map Screen


Local Sights
PIG PARADE LOGO
See Local Sights
Food photo
Restaurants
Antiques photo
Shops
Historical Marker photo
Historic Sites
Artist's Palette Photo
Galleries
Water photo
Outdoor Recreation


Restaurants List
PIG PARADE LOGO
Restaurants
Food 1 photo
Restaurant 1 Name
Restaurant 1 Address
*****
Food 2 photo
Restaurant 2 Name
Restaurant 2 Address
****
Food 3 photo
Restaurant 3 Name
Restaurant 3 Address
*****
Food 4 photo
Restaurant 4 Name
Restaurant 4 Address
***
Food 5 photo
Restaurant 5 Name
Restaurant 5 Address
*****
Link to Map
Pulls Google Ratings
Scroll for more restaurants


Restaurant Details
PIG PARADE LOGO
Restaurant 1 Name
Food 1 photo
Restaurant 1 Address
View on Map
*****
Restaurant description text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel lacus eu mauris iaculis faucibus. Donec vulputate sodales convallis. Nulla nisi ligula, laoreet eget lorem at, vulputate hendrerit ipsum. Phasellus at metus ligula. Aenean mi sem, facilisis venenatis laoreet vitae, vulputate vitae lorem.
Restaurant Website
Back to Restaurants


Sandwich Menu
PIG PARADE LOGO
Find the Pig Parade
See Local Sights
About Smithfield 20/20

Pig Parade
By Jennifer Lycke
Portfolio Story (Draft)

The project I would like to create is a mobile application for smartphones (iPhone and Android) for the tourism sector. It would be called 'Pig Parade' and would be for locating the public art statues in the historic town of Smithfield, Virginia. In 2012, Smithfield started a public art project and asked for design submissions for pig statues to be placed around town. Smithfield is known for Smithfield hams and the town tourism board wanted to increase tourism as well as arts awareness in town with this public art project. As an artist, I submitted a design which was accepted and I spent the next couple months painting a whimsical colorful pig statue. Upon completion of the project, my pig was then placed in front of the town's art center and visitor's center. Seven other pig designs were accepted and completed by other local artists and the entire project was a hit with locals and tourists. A plaque next to each of the eight pigs commemorates each artwork and corresponding artist. All eight statues are located in various parts of town, however it is not apparent where each of these are located, even to those who live in the area. The arts center created a brochure which shows a picture of each of the pigs and includes the artists' names and a brief paragraph about each pig. However, I think it would be great to have an interactive phone app which uses GPS and current smartphone map technology so that people can find (or even hunt for) each of the pigs scattered throughout the town. Photos shared by users and interactive content can be included in the app to add to the fun and attract younger tech-savvy tourists, who can then spend money in Smithfield's restaurants, shops, and galleries.

Business Goals:

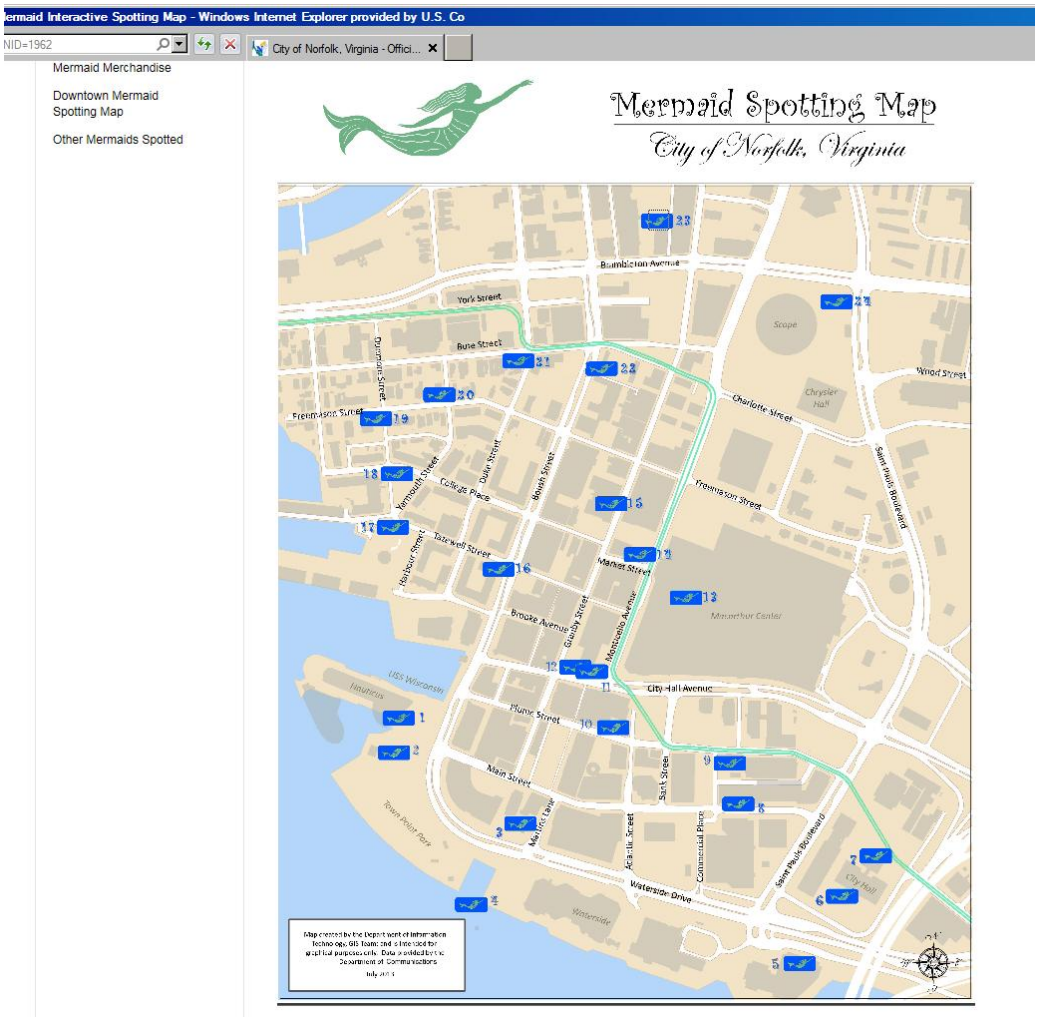
- To attract tourists to the quaint town of Smithfield and encourage them to share their exploits online
- To lure tourists to walk around all of the parts of town by having them hunt for the colorful and interesting pig statues
- To attract attention to Smithfield's tourism and sites by getting people to spend money in the local businesses located near the pig statues
- To become known as a worthwhile place to visit with its own merit, especially to tourists already in the area visiting Colonial Williamsburg, Jamestown, and Virginia Beach
- To improve tourism and business revenue for the town of Smithfield

User Goals

- To find all the pig statues
- To take pictures of all of the pig statues
- To share pictures of pig statues with friends and family
- To find good places to eat near the pig statues, if hungry, tired, or desiring shelter from heat/rain/cold/snow
- To learn about the history and sights of Smithfield
- To have an enjoyable day or weekend visit in Smithfield
- Showing friends and family that they are having a good time
- To shop for antiques, clothing, gourmet food, or home décor, convenient to the route taken to view the pig statues
- To buy an interesting souvenir of the trip, convenient to the route taken to view the pig statues

Competitive Analysis:

1) Norfolk, Virginia has had charming mermaid statues located throughout the city for almost 15 years and was one of the many inspirations for the Smithfield pig statues. The City of Norfolk offers an online pdf map of the **Mermaid Parade** indicating where the mermaids are located, as well as a 'mermaid interactive spotting map' (see screenshot) which does provide a low level of interactivity by linking to descriptive images of each mermaid. For years, this has been successful and highly touted, however I think that transforming these types of maps into a more highly interactive, shareable, social media friendly smartphone app takes this whole premise one step further and provides the level of interactivity that is expected these days. I have not heard people discuss the Norfolk mermaids in a long time, and I think the idea has become a bit stale, at least to those who live in the area.



Screenshot of Online Map of Norfolk Mermaid Statues

This app created for Smithfield would be fresh and appealing to the tech-savvy locals and tourists and would revive interest in such statues.

2) **CowParade** in North Carolina has an app to find their cow statues in various NC cities. I have just seen this app for the first time, but it is very similar to what I already had in mind for Pig Parade, although mine is only intended for one town. I think this app has useful features and an attractive look and design. See the following screenshots for more information.

   Perhaps I can take this functionality, and build upon it. I'd also like to add a description of each pig, artist's statement, etc. which would increase the "story" behind each work of art and build a rapport between the users and the artwork, as well as the artists. Links to the artists' websites would be helpful for those who want to learn more about each artist (and build business for each artist) and showing local businesses that are located near each statue would help tourists also and increase business for local businesses.

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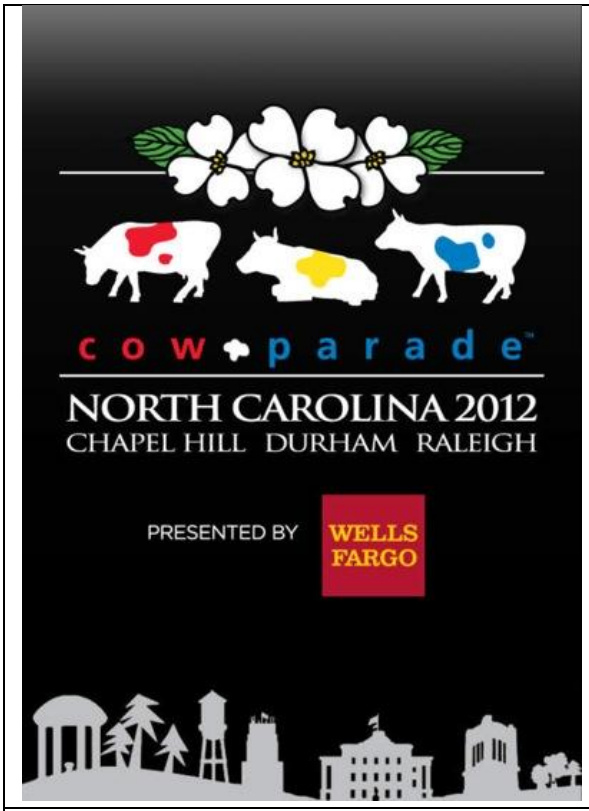
<td> 
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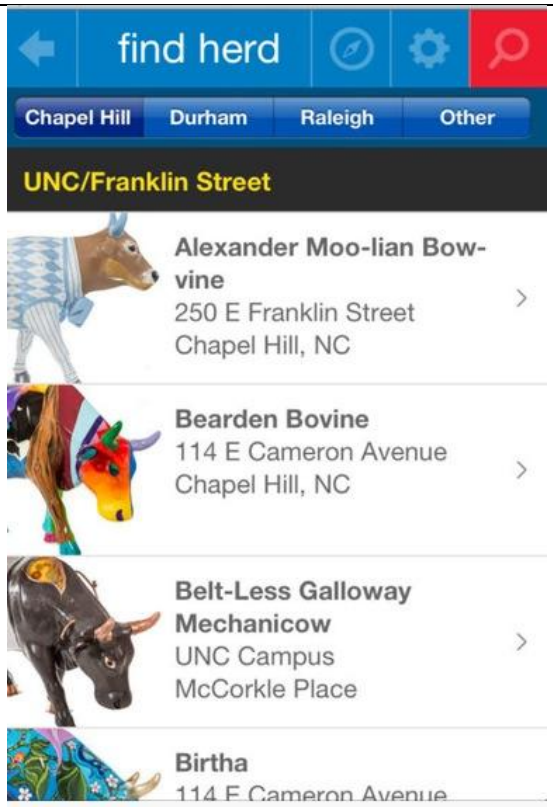
<td> 
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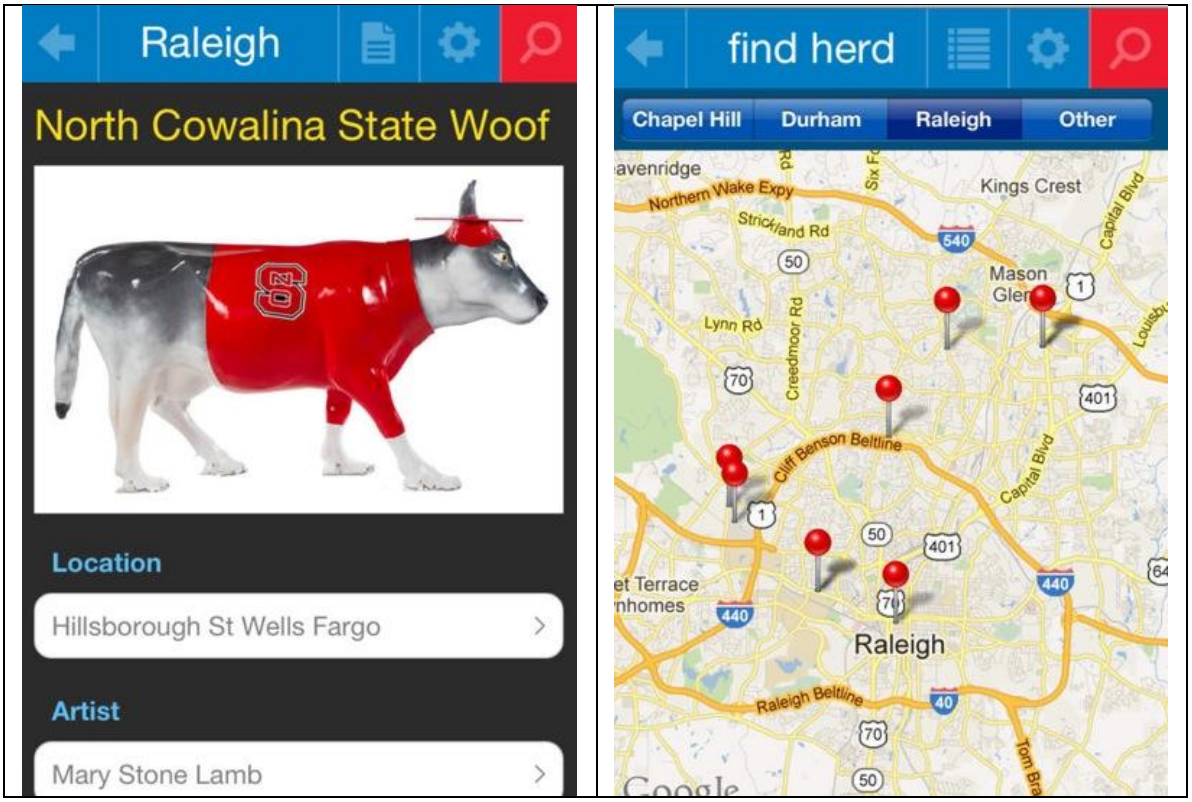


Screenshots of Smartphone app for North Carolina Cow Parade

3) I found a geocaching activity online based on finding our 8 pig statues, described as follows online (taken from www.geocaching.com):

Geocache Description:

***This cache won the following awards at the Geocaching Hampton Roads 4th Annual Hidey Awards on February 1, 2014: Gold–Most Creative/Innovative; Silver–Outstanding Puzzle/Mystery; Silver–Outstanding Theme/Title; Nominated–Cache of the Year. Thanks to all visitors for showing their appreciation and for casting their votes.

In 2012 eight pieces of artwork (life sized pigs) were created by local artists and placed in locations around downtown Smithfield, Virginia, as part of the Smithfield 2020, "a non-profit organization sponsored by Historic Smithfield, Inc., and established to impact the economic and cultural vitality of the Downtown Smithfield Historic District."
This geocache will take you on a walking/driving tour of the downtown area in search of clues that will help you gain access to the final coordinates. It will be necessary for you to get up close and personal with each of the pigs in order to find the clues and solve the puzzle. The name of each pig is located on a plaque near their feet. To locate the pigs you may do one of three things, 1-pick up a "Porcine Parade" brochure at the Smithfield & Isle of Wight Convention and Visitors Bureau, 2-use the coordinates given below, or 3-simply wander around town in hopes of locating all the pigs (good luck with that one.)

The puzzle you are trying to solve is: N 36° **AB.CDE** W076° 3**F.GHI**

"Windsor Castle Pork" – Artist: Cil Barbour. How many pigs do you see? = **A**
"A Walk Through the Pork" – Artist: Abigail Ketcham. The # of bees plus the # of bikes minus the # of kites = **B**
"Magnolia" – Artist: Lois Chapman Tokarz. The # of pearls on the necklace divided by 4 = **CD**
"Birth of Ham" – Artist: Mallory Jarrell. How many flowers do you see? Add these two digits = **E**
"Swine & Roses" – Artist: Sheila Gwaltney. How many bottles of wine are there? = **F**
"Steamboat Swillie" – Artist: Catherine Minga. The # of buttons on the belly plus the # of bow ties = **G**
"Sweet Swine of Avon" – Artist: Brenda Joyner. How many faces can you find? = **H**
"Cultural Pig" – Artist: Jennifer Lycke. The # of paint brushes plus the # of flying birds = **I**

Survey:

Visiting Smithfield, Virginia

Visiting the historic town of Smithfield, Virginia

*** 1. If you were in the vicinity (within 50 miles), would you be interested in visiting the historic town of Smithfield, Virginia?**

- Yes
- No
- Not Sure

*** 2. If you were visiting Smithfield, would you visit the local Visitors Center?**

*** 3. Do you own a smartphone?**

- Yes
- No

4. If so, how often do you use your smartphone?

- Never
- Less than once a week
- 1 - 7 times a week
- Multiple times a day
- N/A

5. If you own a smartphone, how often do you use social media on this phone?

- Never
- Less than once a week
- 1-7 times a week
- Multiple times a day
- N/A

6. If you own a smartphone, how often do you use GPS directions on this phone?

- Never

- ○ Less than once a week
- ○ 1-7 times a week
- ○ Multiple times a day
- ○ N/A

7. How many people would likely accompany you on your visit to Smithfield?

- ○ 0
- ○ 1
- ○ 2-3
- ○ 4+
- ○ N/A

8. What is your age group?

- ○ 18 to 25
- ○ 26 to 35
- ○ 36 to 45
- ○ 46 to 55
- ○ 56+

9. How interested are you in public art?

Not at All Interested	Somewhat Uninterested	Neutral	Somewhat Interested	Very Interested
○	○	○	○	○

10. During your visit, would you be interested in: (select all that apply)

- ☐ Shops
- ☐ Public Art
- ☐ Galleries
- ☐ Restaurants
- ☐ Historic Sites
- ☐ Parks/Outdoor Recreation
- ☐ Musical/Theater Performances

Submit

Survey Results Summary:

> NOTE: *Almost all responders are interested in visiting the town of Smithfield. In reality, this survey would probably be given out at the Visitors' Center to people already in Smithfield, so question 1 was more appropriate for this class version of the survey to people who are geographically dispersed, and not located near Smithfield. It serves as a disqualifier for those who wouldn't even be interested in visiting or sightseeing through town. In reality, I'd be asking this survey through the Smithfield tourism office or through other local venues of people who are already aware of Smithfield. Although Smithfield receives visitors from all over the country, and even some foreign countries, Smithfield is not the draw that attracts people to Southeastern Virginia. Visitors are usually already coming to the area, drawn to bigger nearby locations such as Virginia Beach, Norfolk, Colonial Williamsburg, Jamestown, and Richmond. Then they may decide to visit Smithfield for a day or for overnight, but they have already been visiting or living in the area (within 50 miles).*

84% of those taking the survey were interested in visiting Smithfield, although 3 were not sure. As mentioned above, in reality, this survey would be given to people already in Smithfield.

Almost all responders have smartphones and use them daily. Most use them frequently (although not necessarily daily)and use them for both GPS and social media. About 85% use social media on their phones and 94% use GPS on their phones. This means that including social media and GPS features for this phone app would be viable. Users would already be familiar with these types of features.

Almost 74% of respondents would go to the Visitors Center if visiting Smithfield. That means that the Visitors Center would be an appropriate place to inform people about the Pig Parade app, although it would also be beneficial to advertise the app throughout town for maximum awareness.

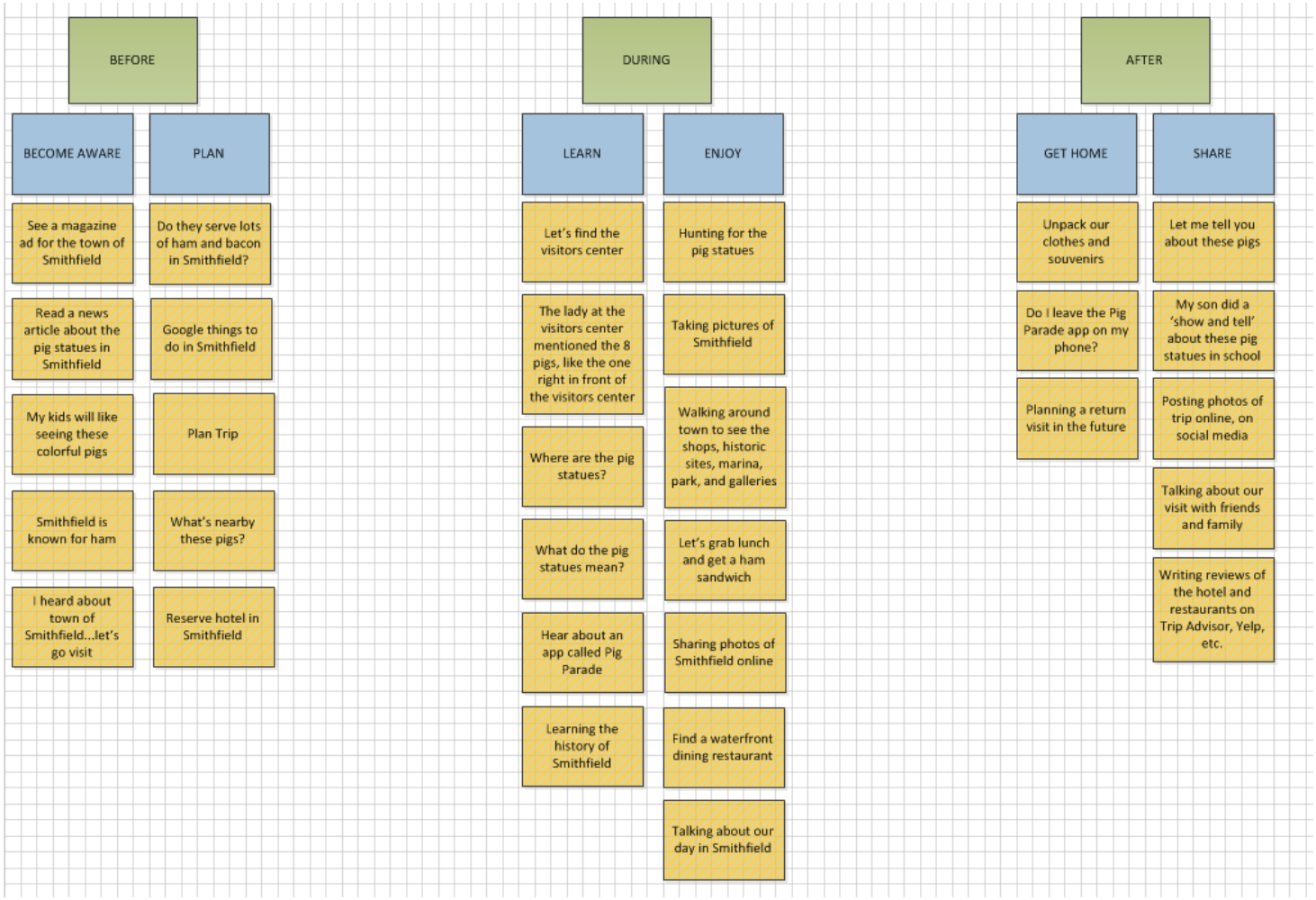
The number of people to accompany the visitors range from 1 – 4+ people, although most indicated they would have 1-3 companions. An app that can accommodate small groups would be useful.

Age groups varied from 26-35 age group all the way to 56+, so there was a good mix of ages, although the largest group was the 36-45 group.

Interest in public art varied, but is mostly favorable. About 79% people indicated interest in public art, not including 1 respondent who was neutral about it.

There was a great amount of interest in various activities that are located in Smithfield. Almost all are interested in Restaurants and Historic Sites. Most were interested in Shops, Public Art, Galleries, and Outdoor Recreation/Parks. Musical/theatre performances ranked last at 36%. So, when adding nearby attractions to the Pig Parade app, restaurants and historic sites would have the highest priority. Most of the other activities would also qualify as being useful for the app. Musical/Theatre performances would have the lowest priority, but may also be worth a place in the app.

Mental Model



Persona 1:

Name: Sylvia
Age: 50
Hometown: Yorktown, VA
Interest in visiting Smithfield, Virginia: Yes, would be interested

Personal smartphone behavior patterns: uses smartphone daily, including GPS. Does not use smartphone for social media.

How she will use the app: while visiting Smithfield for the day with her teenage daughter, Sylvia would download the Pig Parade app at the visitors' center (upon their recommendation) to locate the 8 pig statues and see how far away they are located from the visitors center. Starting with the statue out front of the visitors' center, she would then locate the 2 nearest pig statues, use the GPS for walking directions there, and would visit the shops located near those 2 pigs. After this shopping and viewing the statues, she would look up a nearby restaurant for lunch on Pig Parade's map. Sylvia will then look up the next nearest pig, follow the walking directions, view the statue and tour the historic home right behind the pig. Then she and her daughter would call it a day, and drive home (about 45 minutes). She wouldn't remove the app, and in the future, she'll see it again and be reminded about her fun visit of shopping, touring, and eating she had in Smithfield.

Goals and Motivations:

End Goals: to locate some of the pigs; get easy directions to each pig from current location; find shops, historic sites, and restaurants near the pigs

Life Goals: to spend quality time with her teenage daughter; to have an enjoyable day out; to learn some history; to try a new restaurant; to shop

Other demographics: enjoys cooking for her family, likes history and shopping

Persona 2:

Name: Christie
Age: 36
Hometown: Richmond, Virginia
Interest in visiting Smithfield, Virginia: Yes, would be interested

Personal smartphone behavior patterns: uses smartphone daily, including GPS and social media

How she will use the app: while visiting Smithfield for the weekend with her husband, Tim, and 2 children, ages 5 and 7. Christie would download the Pig Parade app at the visitors' center (upon their recommendation) to locate the pig statues and look at the pictures of the pigs. She would show her kids the pictures of the pigs and the 7 year old son would pick out which pigs he wants to see. Christie would then locate on the map the pig statues that her son picked out. She would use the GPS for directions there, to see if they should walk or drive. They then drive from one of the selected pigs to the next, parking, and taking pictures of the kids with each pig. She shares each photo on Facebook and Instagram. After visiting 4 pigs, the kids get hungry and they decide to eat nearby. Christie looks at the Pig Parade map to see where the closest restaurant is from their nearest pig statue. She finds a restaurant 1 block away and they walk to the restaurant. Over their meal, they look again at the photos together on her phone, and then decide to visit one of the historic sites listed on the Pig Parade app. She uses the directions to get there through the app. The rest of their weekend, they get suggestions from locals about a park and other restaurants. When they return home, Christie leaves the app on her phone and she considers using it again in the future.

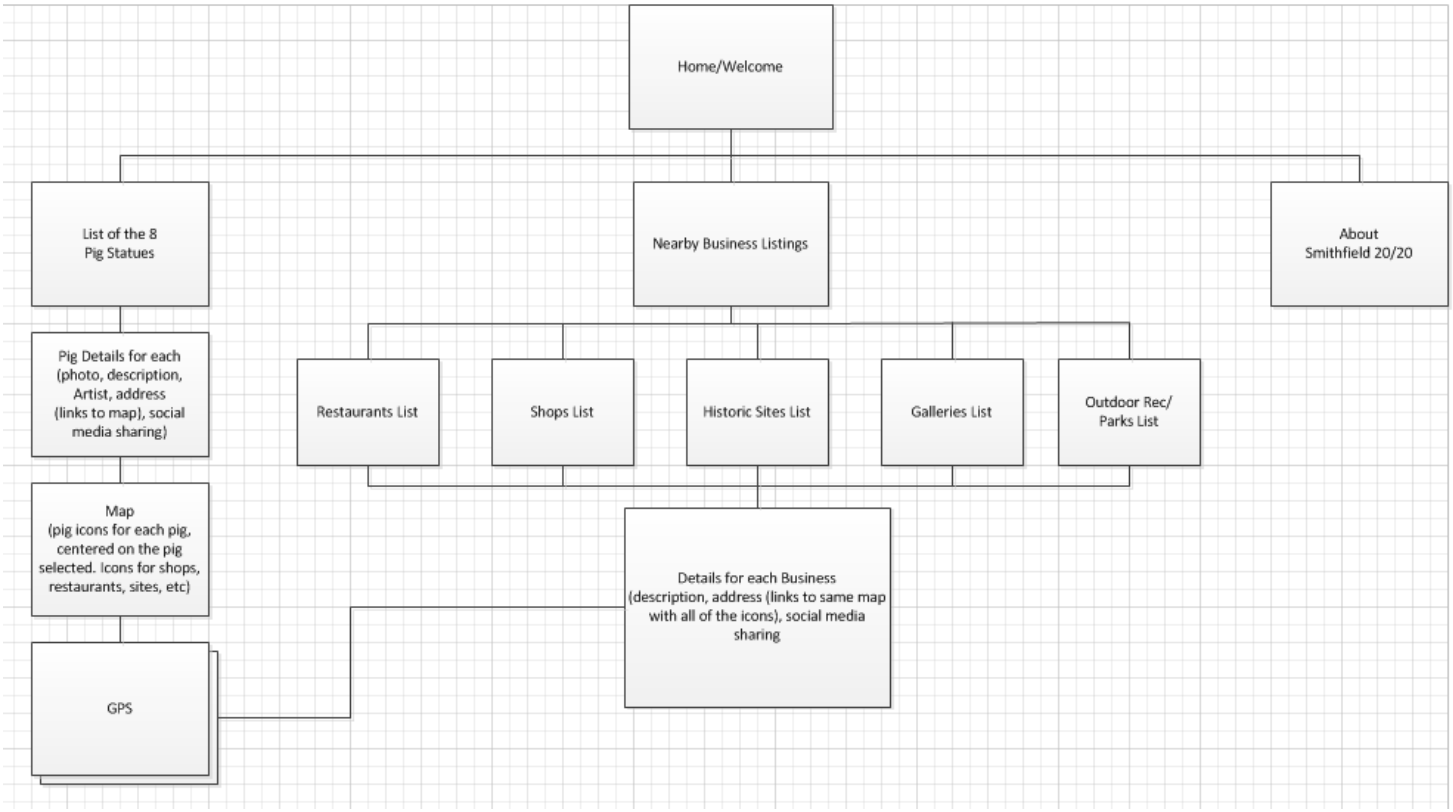
Goals and Motivations:

End Goals: to have an enjoyable day out, to educate her kids, to share photos of her kids to family and friends, to have good meals

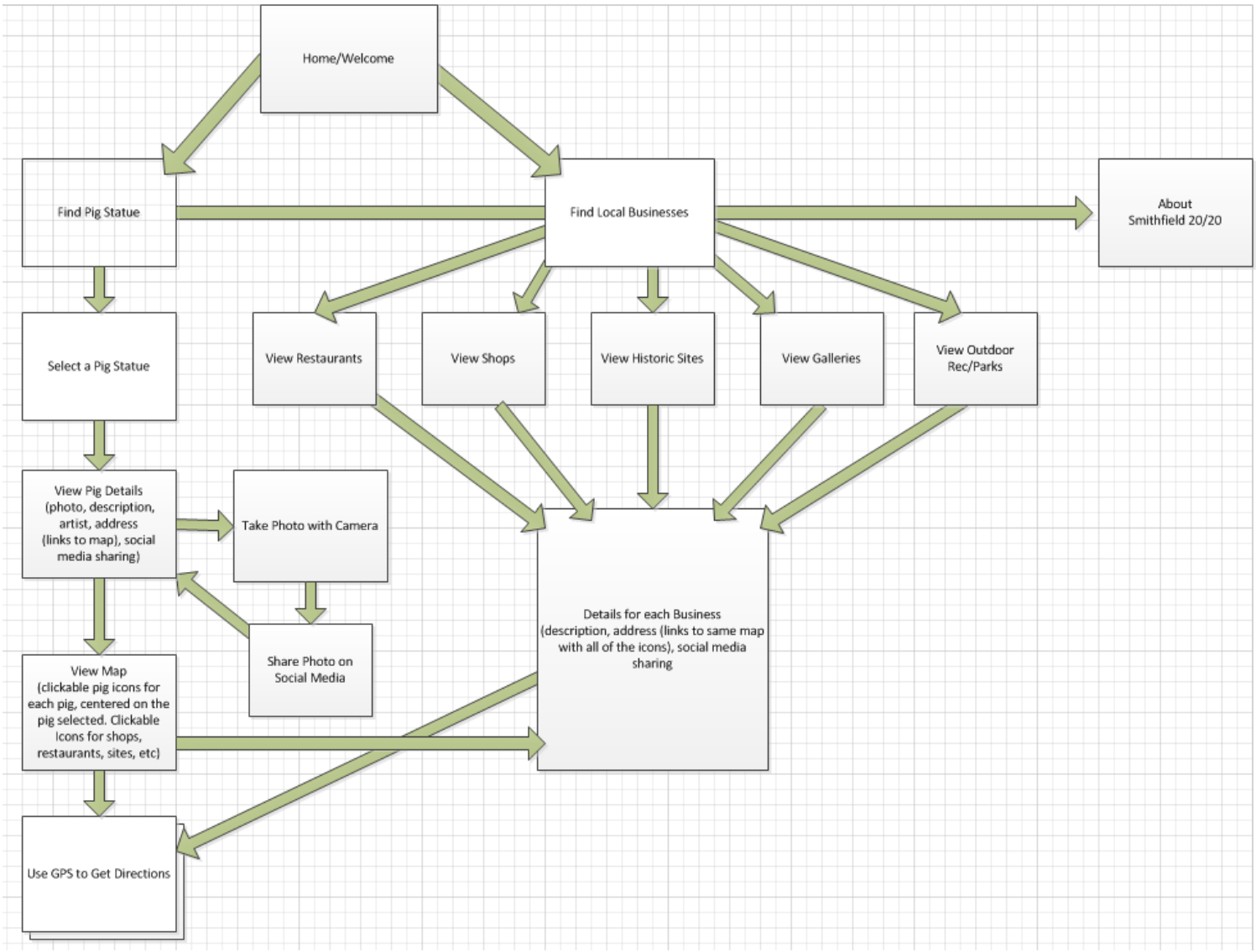
Life Goals: to spend quality time with her family; to raise educated children; to eat well

Other demographics: enjoys photography, reading, parks, and visiting historic sites with her kids

Pig Parade App Site Map Diagram:

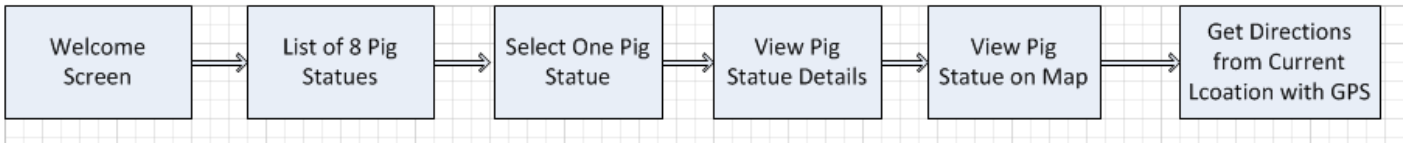


User Flow Diagram



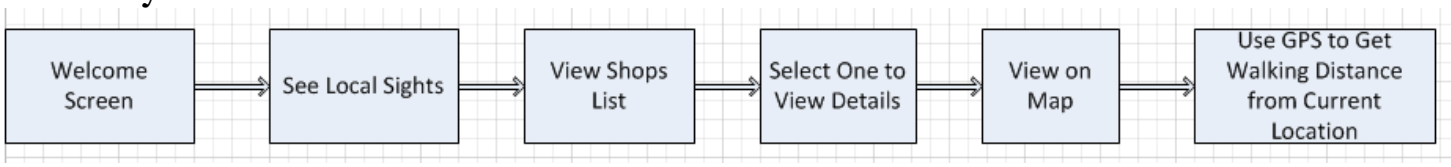
User Story 1: Sylvia is in the Visitors Center, has looked at the pig statue right in front of the building and wants to locate the next closest pig statue, using the GPS for walking directions.

User Story Flow 1:



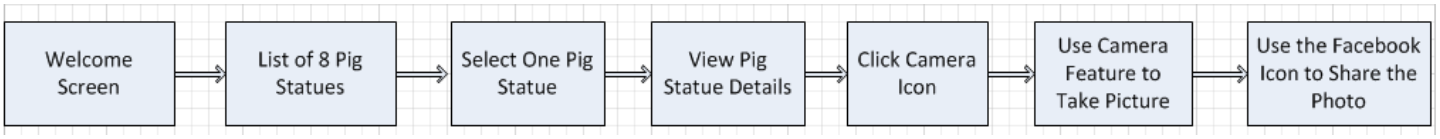
User Story 2: Sylvia now wants to find a shop closest to the 2nd pig statue she has found.

User Story Flow 2:



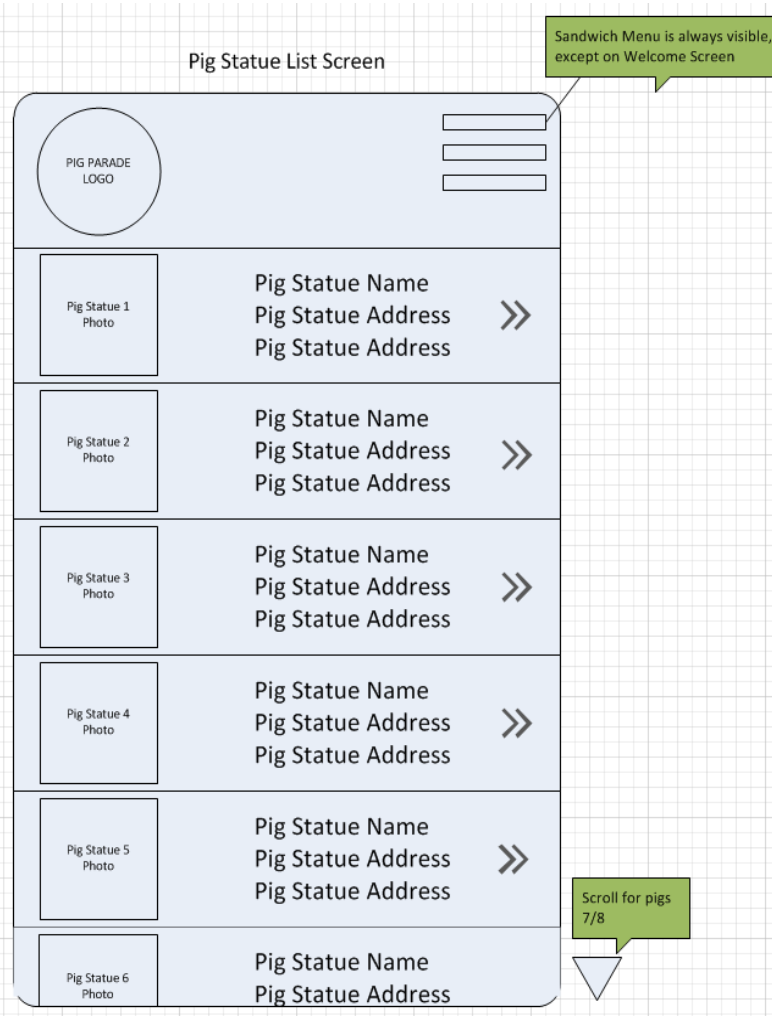
User Story 3: Christie is at pig statue #2 and would like to take and share a photo of her kids in front of it.

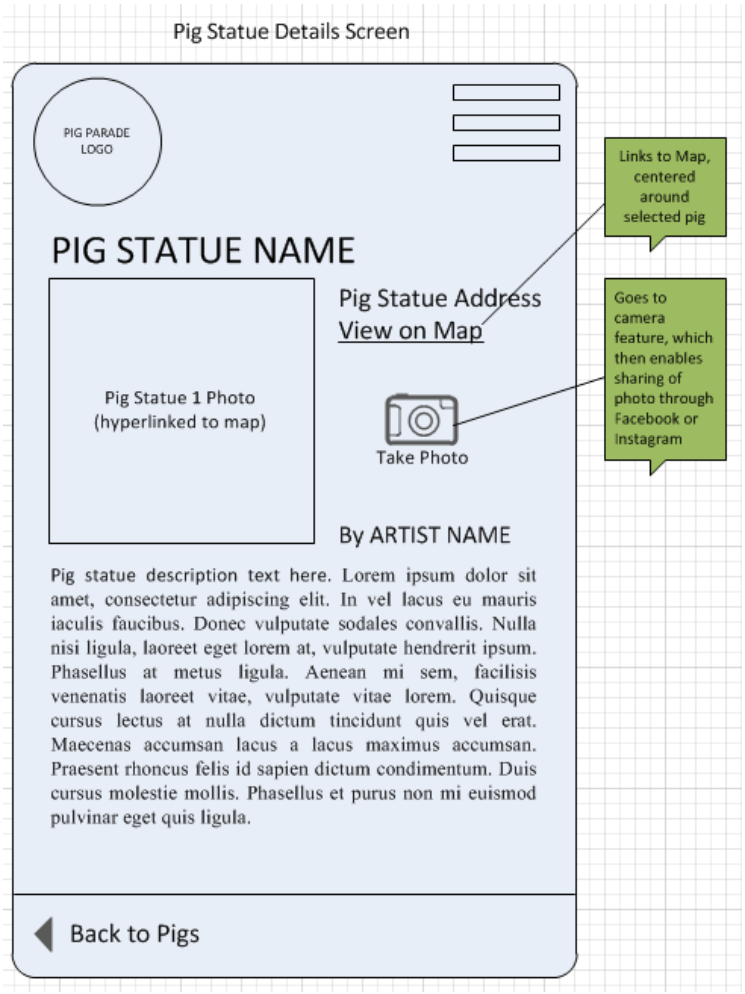
User Story Flow 3:



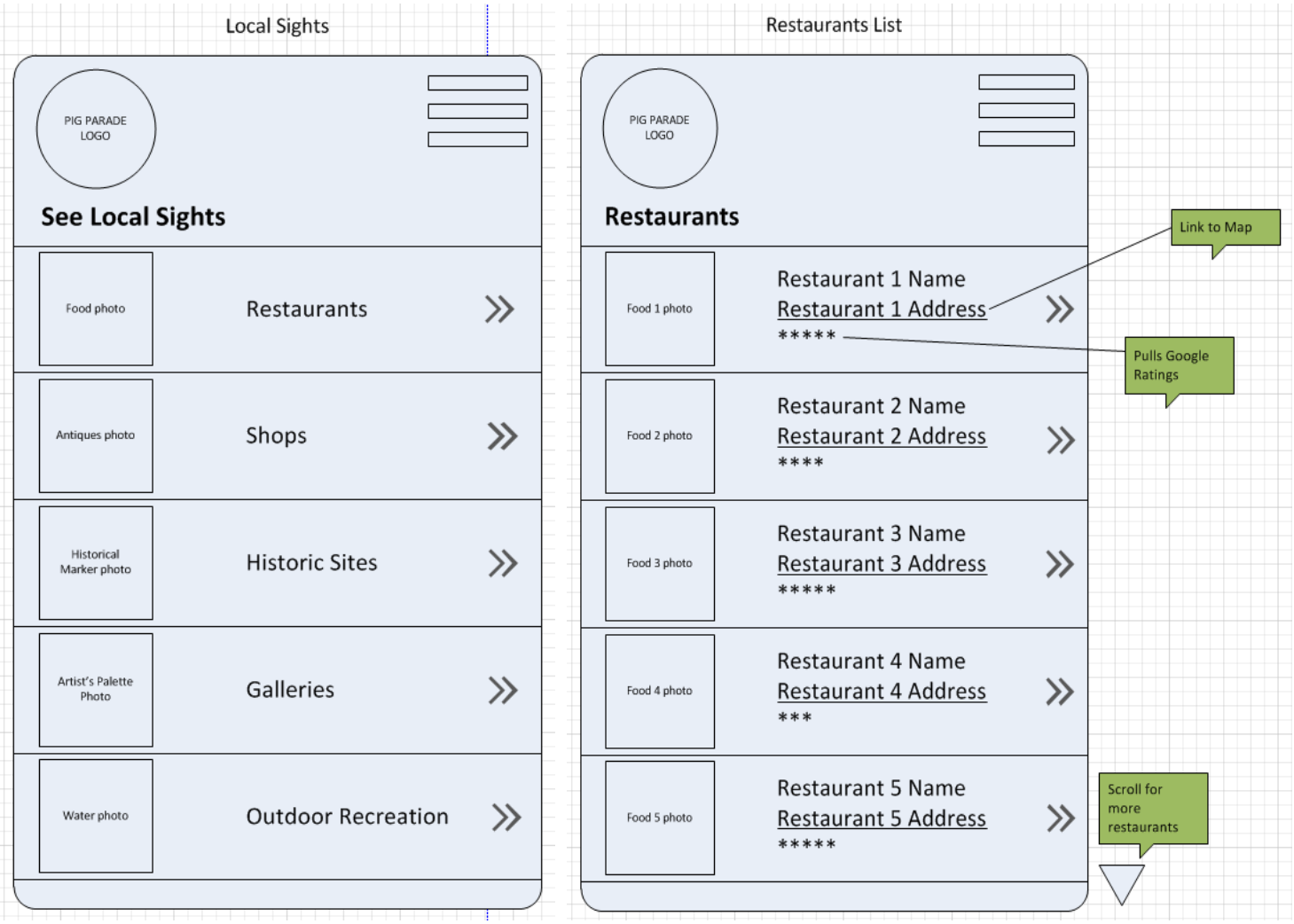
Wireframes

Welcome Screen
Smithfield 20/20
presents
PIG PARADE LOGO
Pig Parade
Find Pigs
See Local Sights


Pig Statue List Screen
Sandwich Menu is always visible, except on Welcome Screen
PIG PARADE LOGO
Pig Statue 1 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 2 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 3 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 4 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Pig Statue 5 Photo
Pig Statue Name
Pig Statue Address
Pig Statue Address
Scroll for pigs 7/8
Pig Statue 6 Photo
Pig Statue Name
Pig Statue Address


Pig Statue Details Screen
PIG PARADE LOGO
PIG STATUE NAME
Pig Statue 1 Photo (hyperlinked to map)
Pig Statue Address
View on Map
Take Photo
By ARTIST NAME
Pig statue description text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel lacus eu mauris iaculis faucibus. Donec vulputate sodales convallis. Nulla nisi ligula, laoreet eget lorem at, vulputate hendrerit ipsum. Phasellus at metus ligula. Aenean mi sem, facilisis venenatis laoreet vitae, vulputate vitae lorem. Quisque cursus lectus at nulla dictum tincidunt quis vel erat. Maecenas accumsan lacus a lacus maximus accumsan. Praesent rhoncus felis id sapien dictum condimentum. Duis cursus molestie mollis. Phasellus et purus non mi euismod pulvinar eget quis ligula.
Back to Pigs
Links to Map, centered around selected pig
Goes to camera feature, which then enables sharing of photo through Facebook or Instagram

Pig Statue Map Screen
PIG PARADE LOGO
PIG STATUE NAME
Google Map, centered around icon of selected pig statue. Restaurant, shop, site, etc. icons also display where applicable. Users can zoom, pinch, move in map, just as in Google Maps.
Street Address
GET DIRECTIONS HERE
Back


Local Sights
PIG PARADE LOGO
See Local Sights
Food photo
Restaurants
Antiques photo
Shops
Historical Marker photo
Historic Sites
Artist's Palette Photo
Galleries
Water photo
Outdoor Recreation
Restaurants List
PIG PARADE LOGO
Restaurants
Food 1 photo
Restaurant 1 Name
Restaurant 1 Address
*****
Link to Map
Pulls Google Ratings
Food 2 photo
Restaurant 2 Name
Restaurant 2 Address
****
Food 3 photo
Restaurant 3 Name
Restaurant 3 Address
*****
Food 4 photo
Restaurant 4 Name
Restaurant 4 Address
***
Food 5 photo
Restaurant 5 Name
Restaurant 5 Address
*****
Scroll for more restaurants

Pig Statue Map Screen

Sandwich Menu

Branding – Visual Lexicon

Colors: Bright colors, including the **red**, **blue**, **light green**, **teal**, and **gold** from the Smithfield town logo, as it is sponsored by them and the colors go well with the fun whimsical theme that is kid-friendly, and fun for all ages. The pig statues themselves are very colorful and are meant to be kid-friendly, so these bright colors go well with the theme.

The screens will have a white background, as a good backgrop to make the bright colors pop, and to keep the design clean and contemporary.

Typography: Sans-serif black fonts, such as Helvetica, on white screen. Headers will be the dark blue of the Smithfield logo, as this color will be one of the prominent colors for the app.

General Style Notes: A cute cartoon pig will be used for the welcome screen and logo for Pig Parade, as well as multi-colored letter characters in the Pig Parade word. These will give a fun, light-hearted, whimsical feel to the app.

Arrows will be used on list screens, back buttons will be used on detail screens, and camera icons on Pig Statue detail screens, to enhance navigability and usability. Stars (1-5) will be shown, pulled from Google ratings, for restaurant ratings. As far as images, photo thumbnails will be used for pig statue images and business images, and maps will be used on detail and map screens. The welcome screen will contain very colorful buttons, using 2 of the same colors in the Smithfield logo.

Tone and Personality

The tone of Pig Parade is whimsical and fun-loving, yet instructional. The point of this app is to have fun and enjoy your time in Smithfield, hopefully while learning something as well about history, art, etc. Verbiage should not be too serious, yet not condescending. It should be suitable for adults, as well as kids.

Branding (Welcome screen)