

1. Museum Websites and URLs

a. The Metropolitan Museum of Art (The Met)

- URL: <https://www.metmuseum.org>

b. The Art Institute of Chicago

- URL: <https://www.artic.edu>

2. Process for Shopping for a Membership

The Metropolitan Museum of Art (The Met):

Purchasing a membership through The Met's website is simple. I went to a "Membership" page after selecting the "Become a Member" button from the top menu on the homepage. I discovered a comprehensive list of membership levels, including Individual, Dual, and Family, and their costs and benefits. Benefits like free admission, invitations to special events, and discounts on the museum store were clearly outlined for all memberships. I clicked the "Join Now" link to make a purchase that led me to a secure payment page where I could input my information and make a payment. It was less than five minutes and easy to navigate.

The Art Institute of Chicago:

The Art Institute's website also makes shopping for a membership easy. I started by clicking on the "Become a Membership" link at the top menu, which brought me to a "Membership" page. The page displayed the various membership levels. It has various Member Levels, Luminary, and limited use. I clicked on the "Join Now" button next to the membership level that I wanted, which brought me to a checkout page. The process itself was easy, but I did notice that the benefits weren't quite as prominent as they were on The Met's site.

3. Evaluation of Membership Descriptions

The Met:

The Met's site does an excellent job of describing its membership levels. Each level is clearly described with a list of benefits and is easy to compare and choose from. The site also makes a strong case for purchasing a membership by pointing out benefits like free admission, priority entry to events, and discounts. The shopping process is easy to navigate with a clean design.

The Art Institute of Chicago:

The Art Institute site provides a good summary of its membership options, even if the descriptions are not as thorough as The Met's. While the benefits are listed, they are not as visually appealing or scannable. The site does a nice job of making the argument for purchasing a membership by highlighting benefits like discounts. The checkout process is straightforward, but the overall presentation could be more persuasive.

4. Recommendations for Improvement

The Met:

While The Met's website is simple to navigate, it can be made even better by including more images or what current members have to say comments. For example, displaying photos or videos of members participating in special events would make the benefits more appealing

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The Art Institute of Chicago:

The website of the Art Institute can be improved by making the advantages of membership more visually attractive. Adding icons, images, or even a comparison chart would make it easier for visitors to understand the value of each membership level. The website can also include limited-time promotions or offers to encourage purchases.

5. Final Report

Both websites are convenient to navigate to locate and purchase memberships, but they differ in how they present their offerings.

The Met's website stands out for having brief and detailed descriptions of the membership levels. Each has a series of benefits, such as free admission, attendance at special events, and discounts. It is an easy shopping process, with clean aesthetics and easy to follow navigation. The website can be made more enticing by adding photos or testimonials from current members to make the benefits more real.

The Art Institute of Chicago's website is also convenient to shop from, but membership explanations are not as descriptive and graphical. The perks are listed, but they are not as easy to read and compare as they are on The Met website. To improve the design, the Art Institute can use icons, images, or a comparison table. Also, highlighting time limited offers or promotions can entice more people to purchase memberships.

Overall, both websites are effective in selling memberships, but The Met's is slightly more effective due to its clean and engaging design.