

Module 3 – Written Exercise Chapter 3 (Museum Memberships)

My first museum site was for the Henry Ford Museum (<https://www.thehenryford.org/>) here in Michigan. Even if you started your search for the museum through Google, you would see a membership link with other parts of the site listed on the search page. As you enter the actual site address, there are 3 separate links for the memberships. One is in a menu at the top, one at the bottom, and one goes along with a picture as you scroll down the home page. The image catches your eye as you scroll down. So, I would say that it is extremely easy to find a way to look at the memberships.

After you click any of the membership links, you get a page that tells you all the things that you would receive with your membership. It is supported by eye catching videos and pictures, as well as a plethora of benefits. It even lets you know that the memberships start at 55.00. So, you have a start for your expectation of what it could cost you. It takes 2 more clicks to see a listing of all the memberships available. The first click gives you the option to select if you are renewing a membership or becoming a new member. (<https://www.thehenryford.org/>)

My suggestion for this site concerns having to create an account. I think that account creation should be reserved until you are on the final processes of purchasing the membership. They want you to create an account right after you select the membership type. I like to be sure of what the exact ending total will be before I create an account with a company. I have way too many different accounts that are never used because I decided not to go with their prices after being forced to create an account.

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I tried visiting several of the Smithsonian museums to look for memberships, but all I could find were ways to donate to the museums. When I was a young teen, we went to Washington D.C. to visit several of the Smithsonian museums. I remember us having to have a ticket to get there. So, I figured that a membership would be an option for those. They seem to have donor levels instead, but it was hard to figure out just what they had.

I decided to head to the Detroit Institute of Arts (<https://www.dia.org/>) after the failure at the Smithsonian sites. Membership information can be found under the support tag. After clicking to become a member, the site lists several types of membership that you could join, but it doesn't list any kind of starting price or what benefits you will receive. You must click one of the learn more links to find out any kind of pricing. You have to click further to get a full benefit list for type of membership from there. (<https://www.dia.org/>)

The DIA is a bit harder to navigate through, but it does have a lot more different additional benefits with each membership level. So, it was a little bit necessary to have it spread out more. Otherwise, they would have had a very long page to sift through to find prices or see all the types available.

My suggestion for the DIA is to either title it Volunteer/Membership instead of support or have two separate links. I figured that support would lead me to memberships but not everyone would. After my experience at the Smithsonian, many would not assume that support meant membership. They might think it was donations like the other site.

Works Cited

<https://www.dia.org/>. *Detroit Institute of Arts*. n.d.

<https://www.thehenryford.org/>. *The Henry Ford*. n.d.