

**Broad Museum Instructional Kiosk
Usability Research & Report**

Tommy Claffey
May 06, 2026

Executive Summary

This report covers the IA strategy for the instructional kiosk, titled “Graffiti Culture's Influence on Contemporary Art,” located at The Broad in Los Angeles. The kiosk was built for international visitors who have little to no background in American graffiti culture and how it influences contemporary art. To ground the structure in user research, a card sort study was conducted with five participants, resulting in five primary sections: Graffiti Artists, History of Graffiti, Making Graffiti, Graffiti & Culture, and Graffiti's Influence. From there, the kiosk guides visitors through identifying key artists, recognizing graffiti techniques, and connecting individual works to their cultural and historical roots.

Narrative Introduction

Purpose of This Document

This report documents the information architecture strategy for an instructional kiosk at The Broad Museum in Los Angeles. The work covers the research findings, structural decisions, and design rationale behind a kiosk experience built around graffiti culture's influence on contemporary art. The document moves through the following sections: audience profile, vision statement, conceptual blueprint with rationale, homepage wireframe with rationale, KPIs, and an AI process appendix.

Museum, Topic, and Audience

The Broad is a contemporary art museum in downtown Los Angeles, best known for one of the most robust collections of postwar and contemporary art in the country. The kiosk topic was chosen to support the museum's commitment to making contemporary art accessible, exposing visitors to cultural movements that helped shape many of the works available at the Broad.

The primary audience is international visitors who have limited knowledge of American graffiti culture. Some visitors have been exposed through social media or figures like Banksy, but few understand where graffiti came from, why it matters, or how directly it connects to the works displayed inside The Broad.

Why This Topic Matters

Graffiti has long held a reputation for vandalism, yet its impact on contemporary fine art runs deeper than most visitors realize. Artists such as Jean-Michel Basquiat and Keith Haring started in graffiti street art and now have work in museum collections around the world. For international visitors standing in front of those works at The Broad, the kiosk fills in the context behind what they are seeing, turning a passive gallery visit into a more informed and meaningful experience.

Why It Fits the Kiosk Format

The ideal format for this topic is a kiosk because it delivers contextual information at the visitor's fingertips within the gallery. To receive this information, the visitor is not required to seek external resources. It meets visitors where they are, both physically and in terms of prior knowledge, making graffiti's story accessible to anyone regardless of background.

Vision Statement

Purpose

This kiosk exists to connect graffiti street culture and contemporary fine art for international visitors at The Broad. Many visitors arrive with a brief experience with graffiti through social media, but lack the context to understand its cultural significance or its direct influence on the works they are engaging with. The kiosk addresses that contextual gap for visitors, inside the gallery, without requiring prior research or expertise.

What the Kiosk is Trying to Accomplish

The kiosk is designed to turn a casual museum visit into a meaningful cultural experience. Through graffiti's history, key figures, techniques, and its crossover into the art world, visitors learn the context they need to engage more confidently with The Broad's collection of contemporary art that is influenced by graffiti culture.

Learning and Behavioral Outcomes

After using the kiosk, visitors will be able to:

- **Name at least two graffiti artists** whose work is a part of The Broad's collection, and their background and cultural significance.
- **Identify graffiti techniques** visible in works on the gallery floor, connecting what they see to the tools and methods used by street artists.
- **Connect a specific artwork** to its cultural or historical movement, understanding why it matters beyond its visual appearance.

Why It Matters

Graffiti's influence on contemporary art is not widely understood outside of the American cultural context. For international visitors, this kiosk is an opportunity to understand a predominantly American art movement and how it has made a global impact. The kiosk makes The Broad's collection more accessible, meaningful, and memorable.

Audience Profile

Who They Are

The primary audience is international travelers who are visiting The Broad, from Europe, Asia, Latin America, and broader global regions who are visiting Los Angeles. These are culturally curious adults who seek out art exhibits while traveling, with little to no prior research into the specific works on view.

Knowledge Level

Most international visitors arrive with little to no formal knowledge of American graffiti culture. Their exposure is largely limited to:

- Viral images of street art on social media
- Well-known figures like Banksy
- General awareness of graffiti as a visual phenomenon

They have a limited understanding of its origins, cultural roots, or its role in shaping contemporary fine art.

Perceptions and Attitudes

Many visitors enter assuming graffiti is primarily associated with vandalism. Through global exposure to artists like Banksy, there is growing recognition that street art can carry artistic and cultural weight. This tension between graffiti as vandalism and graffiti as legitimate art is the entry point that the kiosk is designed to address.

Motivations and Context of Use

Visitors are motivated by:

- Cultural curiosity and experiences
- The reputation and architecture of The Broad
- A desire to experience world-class contemporary art with limited time

The kiosk serves as a contextual resource, deepening visitor engagement with the works on the gallery floor without requiring any prior knowledge of graffiti or contemporary art.

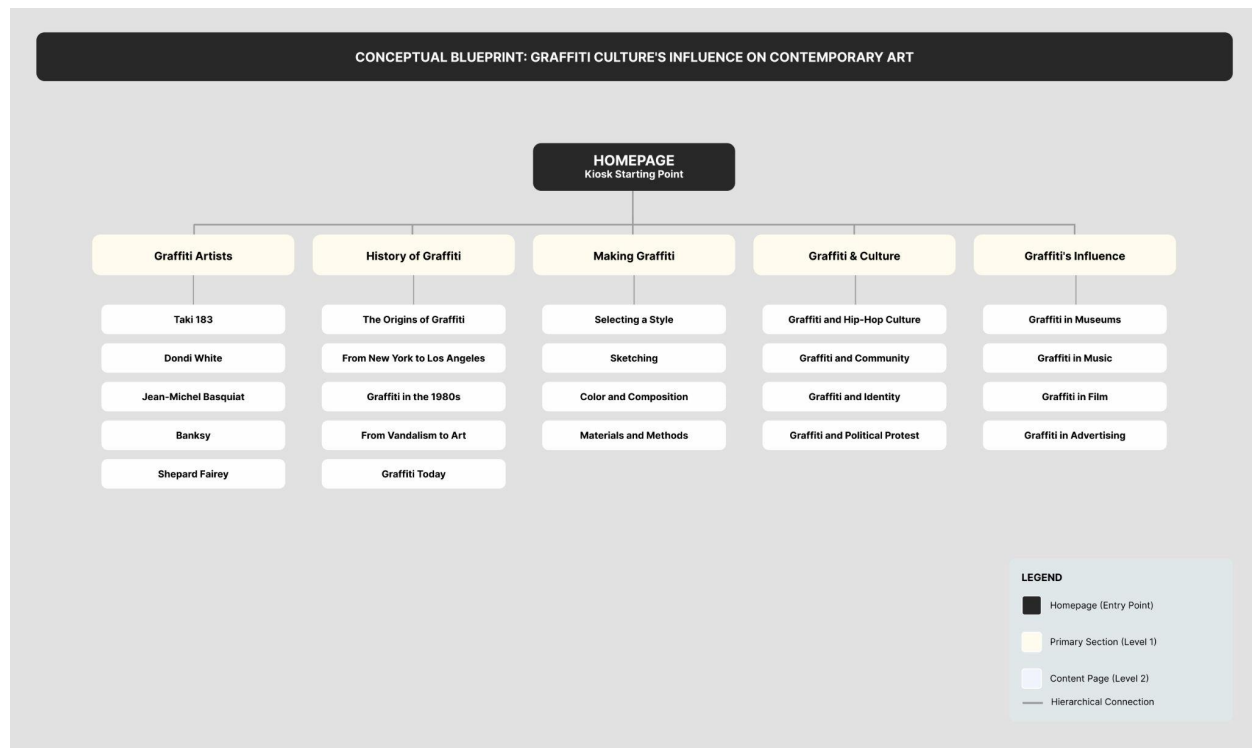
Why This Topic Resonates

Most visitors arrive with some exposure to graffiti and street art through social media, and interest in the subject has grown significantly. Although the familiarity is there, the cultural context often is not. The kiosk builds on that existing interest to guide visitors toward a deeper understanding of the cultural significance and influence represented in The Broad's collection.

Conceptual Blueprint Rationale

Figure 1 below shows the full information hierarchy of the kiosk, from the homepage entry point through five primary sections and their individual content pages. The structure came directly out of the card sort data collected from five participants.

Figure 1: Conceptual Blueprint



As seen in Figure 1, the content is organized into five primary sections: Graffiti Artists, History of Graffiti, Making Graffiti, Graffiti & Culture, and Graffiti's Influence. Each section holds a set of related content pages, giving visitors a clear and predictable path through the kiosk.

Graffiti Artists and History of Graffiti

These two sections were kept distinct because both achieved a strong consensus in the card sort. Banksy and Jean-Michel Basquiat were consistently placed in the Graffiti Artists category by four of five participants, confirming that visitors naturally separate people from content. Additional artists, including Taki 183, Dondi White, and Shepard Fairey, were added to the section to provide greater depth and a more complete picture of graffiti's history for visitors. The Origins of Graffiti achieved perfect agreement across all five participants, validating History of Graffiti as a standalone section.

Making Graffiti

The original card sort included Spray Can and Street Art Materials and Methods as the two technique cards. To give visitors a more complete understanding of the craft, the section was expanded to include Selecting a Style, Sketching, and Color and Composition. The section label was also changed from “Techniques” to “Making Graffiti” to better reflect the content as a group. Additionally, international visitors could understand the label on its own without prior knowledge of graffiti terminology.

History of Graffiti and Graffiti & Culture

These two sections were kept separate despite card sort divergence. While participants frequently blurred the boundary between “Culture” and “History,” the decision was made to maintain separation and rather address the ambiguity through more specified navigation labels and descriptive content page labeling, rather than collapsing two distinct content areas into one.

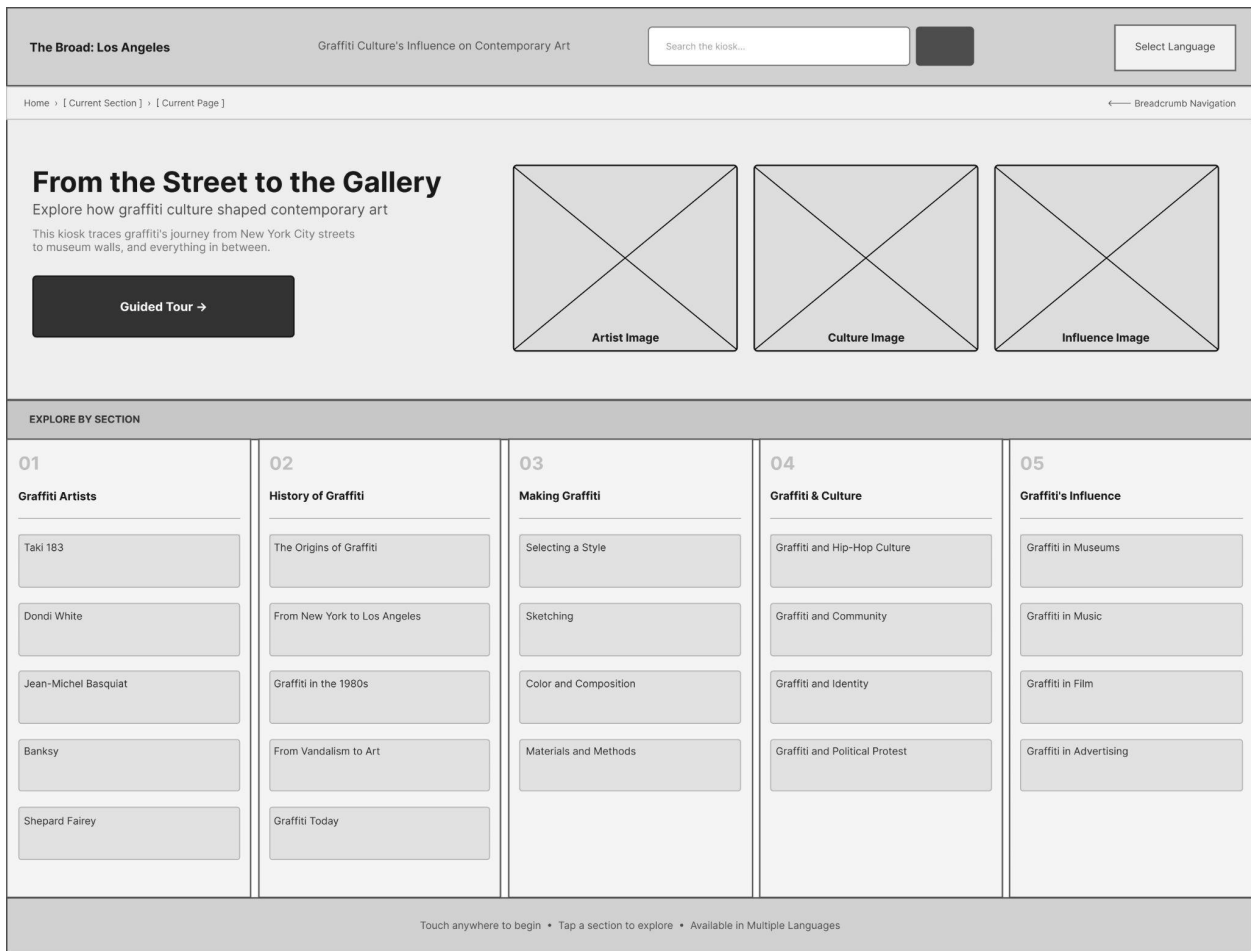
Graffiti's Influence

Originally labeled 'Fine Art,' the category was too ambiguous and did not represent the content it housed. Graffiti does not just influence art but many different topics, calling for an adjustment to the category label, now renamed “Graffiti's Influence.” Graffiti's Influence completes the kiosk's narrative arc. Visitors move from graffiti's history and how it is created to its impact on art and culture. Its placement as the final section reflects a logical progression from understanding what graffiti is to recognizing how far its influence has reached.

Homepage Wireframe Rationale

Figure 2 below presents the low-fidelity homepage wireframe for the kiosk, designed for a landscape touchscreen at The Broad. The wireframe has four primary components: a global navigation bar, a hero content block, a section navigation area, and a bottom instruction bar. Each component reflects decisions informed by card sort data and the Conceptual Blueprint.

Figure 2: Homepage Wireframe



Navigation Elements

The global navigation bar includes The Broad's branding, the kiosk title, a search bar, and a language selector. The search bar allows visitors to locate content directly rather than relying solely on browsing. A breadcrumb bar sits below the navigation, showing visitors their location within the hierarchy at all times and supporting contextual orientation.

Hero Content Block

The hero block includes the kiosk's core theme in its headline, "From the Street to the Gallery." The button for the kiosk's primary CTA, labeled 'Guided Tour,' offers visitors a structured walkthrough.

Navigation Cards Section

The five section cards map directly to the primary IA sections defined in the Conceptual Blueprint. Each card displays the section name and the page labels beneath it, giving visitors a clear sense of what each section contains before committing to a path. This structure emerged directly from card sort findings. Gallery Exhibitions, Spray Can, and The Origins of Graffiti achieved a perfect 5/5 participant consensus, confirming that Artists, Techniques, and History are the most intuitive labels for visitors. The remaining two sections, Graffiti & Culture and Graffiti's Influence, address the card sort's key divergence finding by using descriptive labels that clearly differentiate their content.

Bottom Instruction Bar

The bottom bar provides guidance and accessibility notes, reinforcing the kiosk's commitment to accessibility for international visitors.

KPIs of Experience

Table 1 below defines five key performance indicators for measuring the success of the kiosk experience. KPIs are organized across two categories drawn from standard UX measurement frameworks: behavioral metrics, which measure what visitors do, and attitudinal metrics, which measure what visitors feel. Each KPI includes an indicator of success, a baseline threshold, and an ideal goal.

Table 1: KPIs of Experience

KPI	Metric Type	Baseline	Goal	Indicator of Success
Artist Recognition	Task Success Rate	The visitor arrives with no knowledge of artists beyond Banksy	The visitor leaves able to identify at least two artists by name and movement	A visitor can name at least two graffiti artists in The Broad's collection and describe their cultural significance
Technique Identification	Task Success Rate	A visitor cannot distinguish graffiti techniques from general painting	The visitor leaves able to connect a specific technique to a work on view	A visitor can identify at least one graffiti technique visible in works on the gallery floor
Cultural Connection	Task Success Rate	Visitors view work without a cultural context	The visitor leaves able to explain why a specific work matters beyond its visual appearance	A visitor can connect a specific artwork to its cultural or historical movement
Engagement Duration	Time on Task	The visitor glances at the kiosk but doesn't engage	The visitor completes at least two content sections within a focused 3 to 5-minute interaction	The visitor spends at least 3 minutes interacting with the kiosk and completes at least two full content sections
Confidence Level	CSAT	The visitor feels uncertain or intimidated by contemporary art	Visitor rates confidence at 4 or higher on a 5-point scale following kiosk interaction	Visitor reports feeling more confident discussing contemporary art

AI Appendix

Overview

Throughout this report, AI was used as a design partner for brainstorming, structuring, and refining the kiosk's information architecture. The following documents four key prompts and how each influenced design decisions.

Prompt 1: Discovery

Prompt: "I have not picked a topic yet. Can you suggest a few directions that would have a strong cultural impact and work well for an IA project?"

Several directions came up, including street art, tattoo culture, and the history of UI design. Graffiti culture's influence on contemporary art stood out as the strongest fit, given its IA complexity, natural subcategory structure, and direct connection to The Broad's collection and mission. That conversation set the direction for the rest of the project.

Prompt 2: Refinement

Prompt: "Let's go through all the labels and what is strong and weak, focusing on intuitive labels that guide visitors directly to content without requiring interpretation."

Many of the initial label suggestions were too vague for an international audience. Options like 'The Movement' required interpretation rather than guiding visitors directly to content. Through several rounds of iteration, the labels were sharpened to options like Graffiti & Culture and Graffiti's Influence, ensuring every section and page label could stand on its own without prior knowledge of the subject.

Prompt 3: Critique

Prompt: "My audience is international visitors unfamiliar with American graffiti culture. Does this change anything about the labels?"

This prompted a reconsideration of all the labels and whether prior cultural knowledge is needed to intuitively navigate the content. Renaming 'Artists' to 'Graffiti Artists' and replacing 'The Movement' with 'Graffiti & Culture' were direct outcomes of that process. Grounding the labels in the audience profile ensured the navigation worked for visitors engaging with this content for the first time, not just those already familiar with the subject.

Prompt 4: User Experience

Prompt: "Does the order of the five sections tell a clear story for someone who knows nothing about graffiti?"

Looking at the section order from a visitor's perspective made it clear that Graffiti's Influence needed to be the closing section, not the opening one. Without the foundation built by the earlier sections, the crossover into art and culture would not have landed the same way. The sequence stayed as is, but the reasoning behind it became a deliberate part of the rationale.

Card Sort Research Report

Graffiti Culture's Influence on Modern Art: Museum Kiosk IA Study (Test Conducted Prior to Report)

Introduction

This report analyzes a hybrid card-sorting study conducted to test the proposed information architecture for a museum kiosk at The Broad in Los Angeles. The study examined how general adult participants naturally organize and label content related to graffiti culture's influence on modern art.

Findings from this study will inform IA decisions, the Conceptual Blueprint, and Homepage Wireframe of the final kiosk design.

Topic, Cards, and Categories

The kiosk topic "Graffiti Culture's Influence on Modern Art" was selected to support The Broad's mission of making contemporary art accessible to foreign visitors unfamiliar with American graffiti culture. The core learning outcome, drawn from the Intentions Grid, is to help visitors recognize graffiti's influence on modern art and its impact on artistic style in the works at The Broad. Ten content cards were developed across five suggested categories:

- **Artists:** Jean-Michel Basquiat, Banksy
- **History:** The Origins of Graffiti, Los Angeles vs. New York
- **Techniques:** Spray Can, Street Art Materials and Methods
- **Culture:** Graffiti and Hip-Hop Culture, Graffiti as Political Protest
- **Fine Art:** Gallery Exhibitions, Influence on Advertising

Card Sort Analysis

Five participants completed the study and were monitored remotely via Zoom.

Here is a link to the KardSort: [Study](#) | [Analytics](#) | [Recordings](#)

Three cards were **sorted identically across all five participants**:

- Gallery Exhibitions in Fine Art
- Spray Can in Techniques
- The Origins of Graffiti in History

Banksy and Jean-Michel Basquiat were placed in Artists **by four of five participants**. Only one participant placed both in Fine Art.

The most significant inconsistencies occurred with the categories Culture and History:

- Graffiti as Political Protest: History (3/5), Culture (2/5)
- Graffiti and Hip-Hop Culture: Culture (3/5), History (2/5)
- Influence on Advertising: Culture (3/5), History (2/5)

This consistent blurring suggests participants do not perceive a clear distinction between the two categories.

Implications for Final Kiosk IA

The data points to several key decisions for the final kiosk structure.

Items to Keep:

- Artists and Fine Art are well understood and should remain distinct primary sections.
- Techniques are clear and consistent as a standalone category.
- History is strong as a standalone category, given the perfect consensus on the Origins of Graffiti.

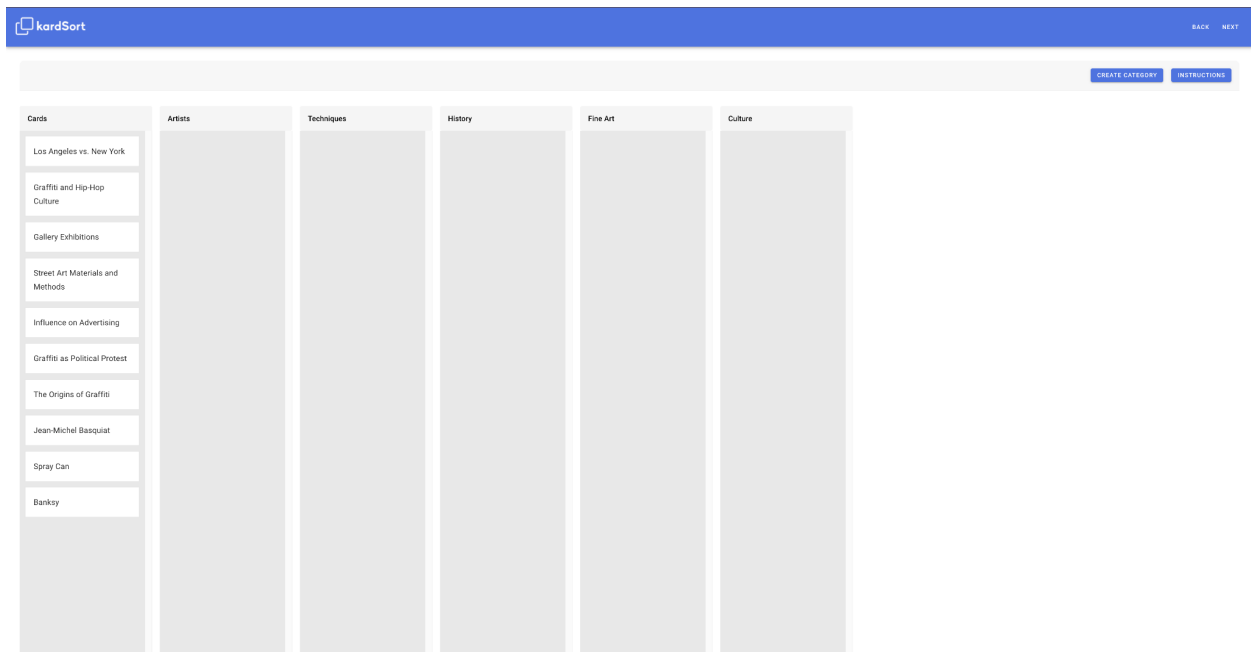
Items to Change:

- Culture and History should be merged into a single section, such as Cultural History, or clearly differentiated through more descriptive labeling.
- Improving the contextual labels within the Technique category could further strengthen findability in the final kiosk IA.
- Cards that blur the two categories, such as Graffiti as Political Protest, may need stronger contextual descriptions to guide visitors toward the intended section.

Connection to Intentions Grid: These findings connect directly to the Intentions Grid's learning outcome. Without a clear distinction between Culture and History, visitors will struggle to find content that explains why graffiti matters beyond its appearance. Precise labeling is what makes that possible.

KardSort Visuals

Pre-Test Cards: Cards presented to participants before sorting.



Post-Test Report: Most common categories per card across all participants.

