

16. 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.

On the Detroit Institute of Arts website, when a user selects a membership level and clicks join now, they are taken to a page for that specific option. For example, choosing the dual membership displays available memberships such as a standard one year membership for \$100 or a discounted senior membership for \$80 a year. The user then selects the option and can choose to enable automatic renewal, which allows the membership to renew each year automatically. The page also invites the visitor to make a tax deductible donation in preset amounts or a custom value. A total is shown at the bottom, making the cost clear before checkout. The process is straightforward and easy to follow, and has minimal steps required. Pricing is clearly displayed, and optional features like auto renew and donations are presented without being mandatory, which helps avoid confusion. However, the final page could better summarize the benefits of the selected membership to reassure buyers they are making the best choice. One recommendation for improvement would be to display a brief benefit summary next to the purchase options. This will show the value of the membership at the point of decision and could encourage a few more visitors to make the purchase.

<https://dia.org/>