David Prifti

Chapter 3 Exercise

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       The first museum website I visited was the Memphis Brooks Museum of Art. The way you would have to get to the membership page for this site is by going to the top right of the navigation bar and clicking on the "Join + Give" link. Clicking on it gives you a drop-down menu with 5 options: Become a member, Corporate Membership, Planned Giving, Donate, and Affinity groups. Click on "Become a member" and it takes you to the membership page, which offers 5 different levels. The prices range from $75-$1,000 and each level offers a good description of the benefits you would receive based on what tier you choose. Right below the membership tiers is the checkout, making it super convenient for customers to pay right away. One thing I would change about this site is to combine the "Become a member" with the "Corporate Member" tabs. It will make it more concise to have all memberships on one page.

       The next website I visited was the Cranbrook Art Museum. You get to the memberships on this website by going to the top right of the navigation bar and hovering over it. It will display a drop down-menu where you can click on the "Membership" link. Clicking the link takes you to the membership page where you are greeted with a general overview of benefits for becoming a member. Scrolling down further lets you view all tiers of memberships, ranging from $55-$2500. Clicking on the drop-down arrow under each tier gives you a list of all benefits you get with said membership. Then, you click on the "Join or Renew" tab and it takes you to check out. Cranbrook describes its membership tires very well and makes checking out simple as well. I would recommend making the layout of the membership tiers look cleaner. It would make the page look more concise.

Memphis Brooks Museum of Art: https://www.brooksmuseum.org/

Cranbrook Art Museum: https://cranbrookartmuseum.org/