

The two museums website that I visited are Detroit Institute of Arts and Museum of Contemporary Art. The link for Detroit Institute of Arts and Museum is <https://dia.org/> and the link for Museum of Contemporary Art is <https://mocadetroit.org/> .

On the Detroit Institute of Arts website, you can find the membership section on the top right side of the homepage. The page lists different membership levels, their benefits, and prices. To join their membership, you simply click "Become a member," the new page will open and have to select between "Memberships" or "Auxiliary Groups" and once you selected you will simply click on Join now unless you want to give the membership gift to someone then you will click on "Give as gift". The site should offer a detailed breakdown of tiers, including pricing, benefits, and exclusive perks like free admission, special event access, and discounts at museum stores. A well-structured comparison chart or FAQ section can further enhance transparency. Additionally, the website also encourages supporting the arts, offering testimonials from members, and showcasing the unique experiences that come with joining. The one thing I do not like about this website is when the user go to purchase there membership plans there is a hyper link called "View All Benefits" to view the benefits instead of opening in some short of accordion it navigates to the different page and can be annoying for some users to navigate back and forth and same result can achieved easily through accordion.

On the Museum of Contemporary Art website, you can find the membership section by hovering over the "Support" link in the navigation menu or by scrolling down a little on the homepage. The page shows the different membership levels, benefits, and prices. To join, you just click on "Membership," scroll down, choose your plan, and check out. The website encourages users to register by clearly explaining the benefits, offering discounts for the MOCAD Store, MOCAD Café, and special event tickets, and allowing members to bring a guest. The one thing I can improve about the website is instead of having accordion they can simple create grid style structure and assign the button underneath the grid and add small image for the visualization.