

***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.***

I have visited these two art museums.

- Denver Art Museum
- National Gallery of Art, Washington

1. Denver Art Museum:

Denver art museum offers membership for individuals, dual and family members. In Denver Museum website it shows all the pricing information what it will cost to the members. It also explains general information about the responsibilities of a members. Members can support the museum while having all the benefits such as free admission, discounts ticket etc. On the website it also has all the information on how members can join or renew their memberships. The museum's website also describes the digital membership card and all the events.

2. National Gallery of Art, Washington:

The national gallery of art offers Circle Membership and National Membership. The Circle brings together individuals from across the nation who share an appreciation for the arts and a personal commitment to enhancing the National Gallery. National membership offers all special benefits that bring you closer to the art than ever before while enhancing programs across the museum, including education resources, special exhibitions, art acquisitions, art conservation, and more. The national gallery of art offers membership in various categories to the people to participate. To buy membership on the website people need to go to the "support" link and click on memberships. The website describes Circle and National membership options in detail. The site clearly describes each of these membership options, its prices, and what is offered in the membership. On the website Members can select a membership plan and make payment online with ease.