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ITWP 2600

Chapter 3 Exercise

### **Henry Ford Museum**

<https://www.thehenryford.org/>

The home page features two sets of 7 links and a menu bar that expands to show more information about each option. The membership link is located in the top set and leads to a page with a YouTube video about membership benefits. Below this, you'll find a "Become a Member" button. The museum offers various membership options, including "Member Societies" and "Donor Societies." Regular membership prices range from \$60 for students to \$325 for a family package that includes 2 adults, 2 guests, and children under 18. The site thoroughly explains membership benefits and levels. While signing up is straightforward and you get good value for your money, the amount of information might be overwhelming for some visitors.

### **Field Museum**

<https://www.fieldmuseum.org/>

The home page has a clean, easy-to-navigate design with just three key links next to the menu bar: Tickets, Membership, and Store. The membership page is simple and organized, showing benefits in bullet points with an option to learn more. This approach is quite different from the Henry Ford Museum's site, as it focuses on presenting essential information without overwhelming visitors. However, they could do a better job of highlighting their membership benefits compared to the Henry Ford Museum.