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Detroit Institute of Arts Museum - <https://dia.org/>

Upon entering the site, the visitor can visit the membership section by navigating to the top right menu and clicking on "Membership". From there, they can view the various membership options the DIA has and their prices. The site has a simple checkout process for selecting and purchasing a membership. The DIA effectively describes what membership options are available as far as having exclusive opportunities to attend events, receive discounts, and support the community through the purchase of a membership. The checkout experience itself could be made easier for members by making the process smoother and making it easy to see what each membership level provides in terms of value. I recommend adding testimonials to the website. It can showcase how being a member has personally impacted current members. Also, making the site easier to navigate and simplifying the membership section, making it more visually appealing, could bring in potential members and help create a better shopping experience.

Cranbrook Art Museum - <https://cranbrookartmuseum.org/>

Visitors looking to view and purchase at membership at the Cranbrook Art Museum can go to the top right of the menu and hover over the "Join & Support" section. That'll take you to the memberships where you can view the different levels they offer. The design of the Cranbrook Art Museum website is basic, providing visitors with an easy way to view all membership types by selecting one. When clicking on a particular type of membership, a drop down lists more details about that type of membership and what the benefits are available for that membership for example, gift shop discounts, invitations to exclusive events, free admission and more. The site provides a seamless checkout process to allow you to complete the membership process starting from membership selection through payment. The site offers an organized approach for displaying the various types of memberships the museum has to offer along with the respective benefits of becoming a member. As I mentioned in the first museum, adding testimonials from current members could create a better experience for visitors and provide a better reason for new members to purchase a membership. The web design could be more engaging but for now, offers a lot of usable information to help you understand the different types of memberships offered by the museum.