



SOLUTION EXPLORATION

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3 Types of Lateral Thinking

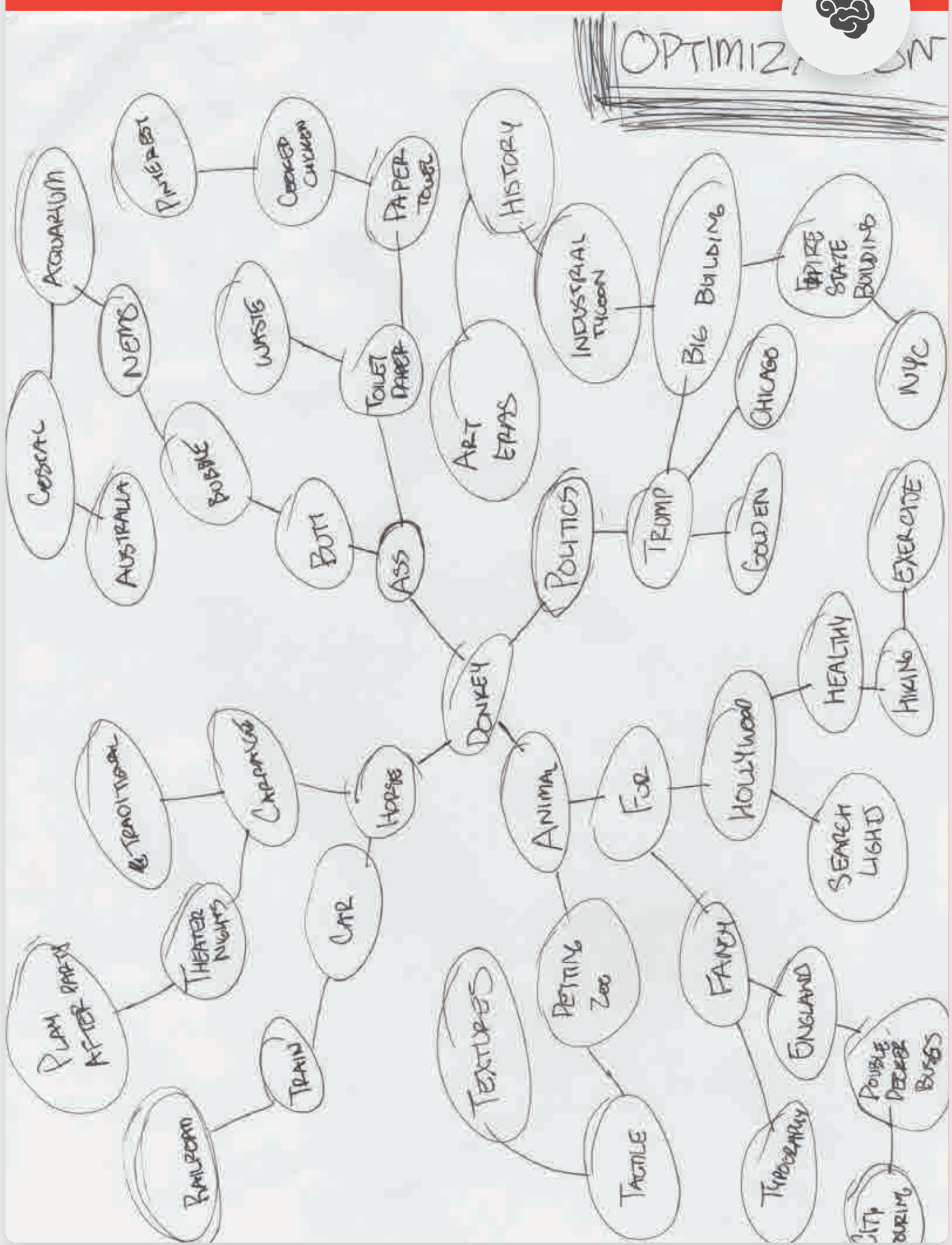
Revolution (Breaking the Rules)



- Rule: Keep Quiet — Have noisy "exhibition areas"; overall loud & noisy, not too loud, not too quiet
- Seperate Galleries — Find a way to incorporate all the galleries throughout, in unison [with different indications that one belongs to Gallery A vs. B, C, or D. (by color?)]
- Clearly Presented — Put in / create obstacles (optional) to users [ie. glasses just blur your vision]
 crashy lens — will create inspiration Buzz ;))
- No Running — Airport-like moving devices that change up your speed while viewing something
- Gives Information — You give information; "Request Exhibit" feature (suggest)
- Pay - Admission Cost — Offer Free Days (at the very least)
- Don't Touch — **TOUCH EVERYTHING!**
- Can't Take art — "Bring a piece home" component
- "Can't take photos" — Photo booths in front of elements / pieces (key?)
 change

OPTIMIZE

Mind Map

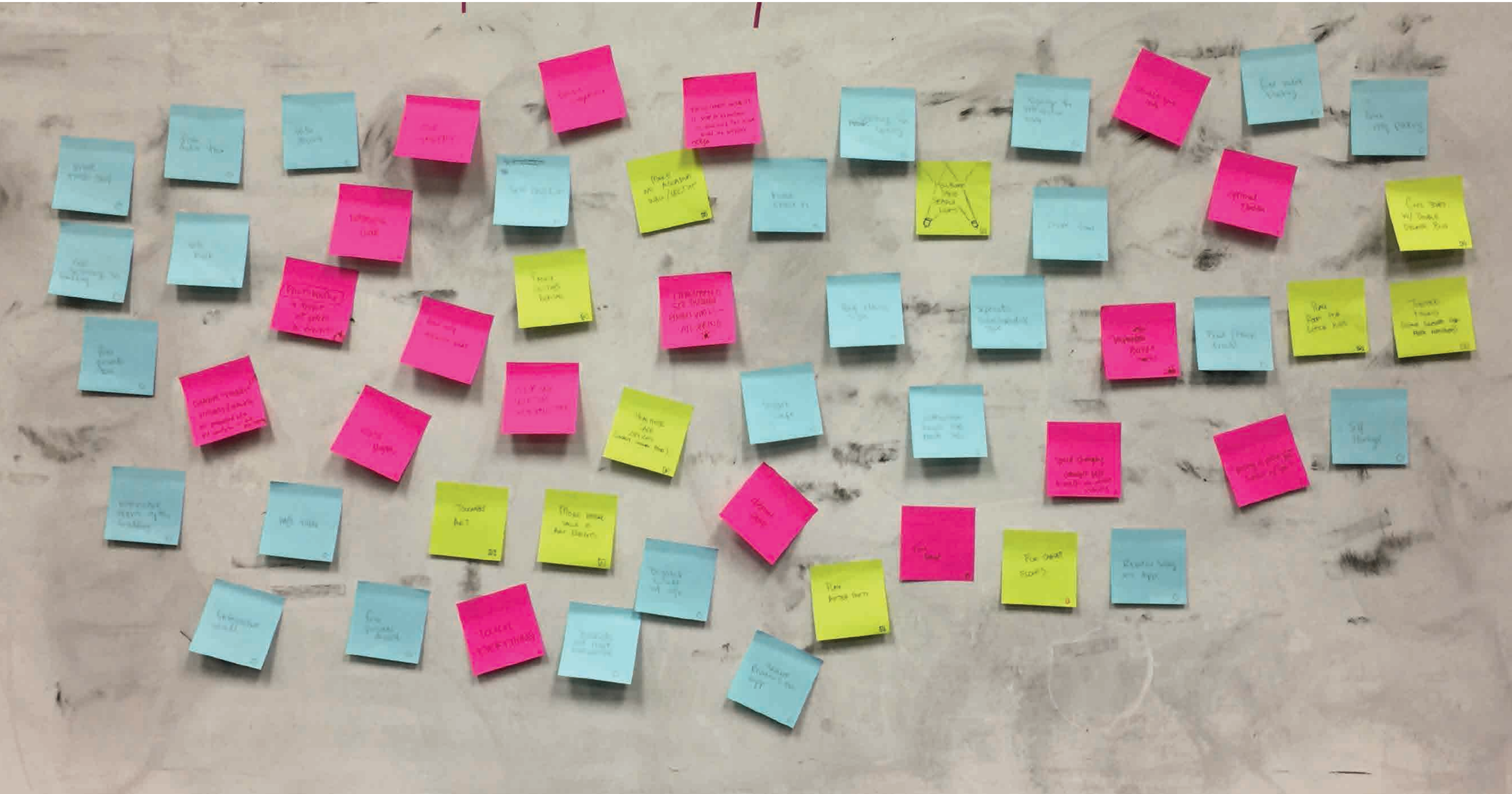


Traditional Brainstorm

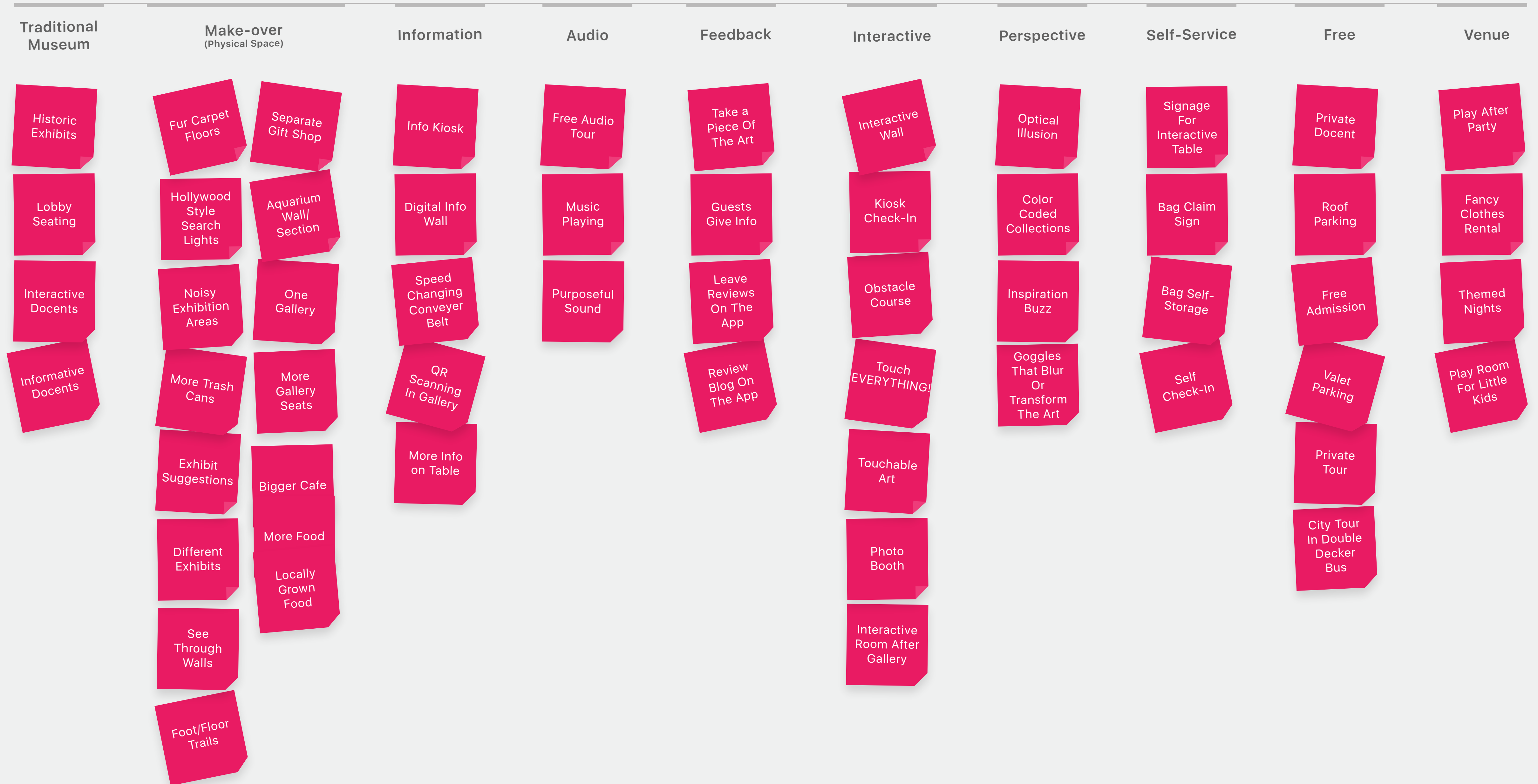


- Self-checkin
 - Kiosk checkin
 - Bag claim sign
 - Bigger cafe
 - Separate merchandise store
 - More food - doesn't run out
 - More seating in lobby
 - Interactive table sign
 - Interactive table - more info
 - Information table
 - Info docent
 - Kiosk w/ info
 - Audio Tour
 - Private tour
 - Seating inside gallery
 - Kiosk per gallery
 - Scanner QR for exhibition
 - More trash cans
 - Live!y Dancers
 - Q&A Kiosk
 - ~~table~~ Interactive wall comment
 - App-Review
 - Digital info wall
 - Online Review board
 - Foot / floor-trails
 - valet parking
 - roof parking
 - ~~park~~ self storage
- Optimization**

Optimization Ideas From Brainstorming



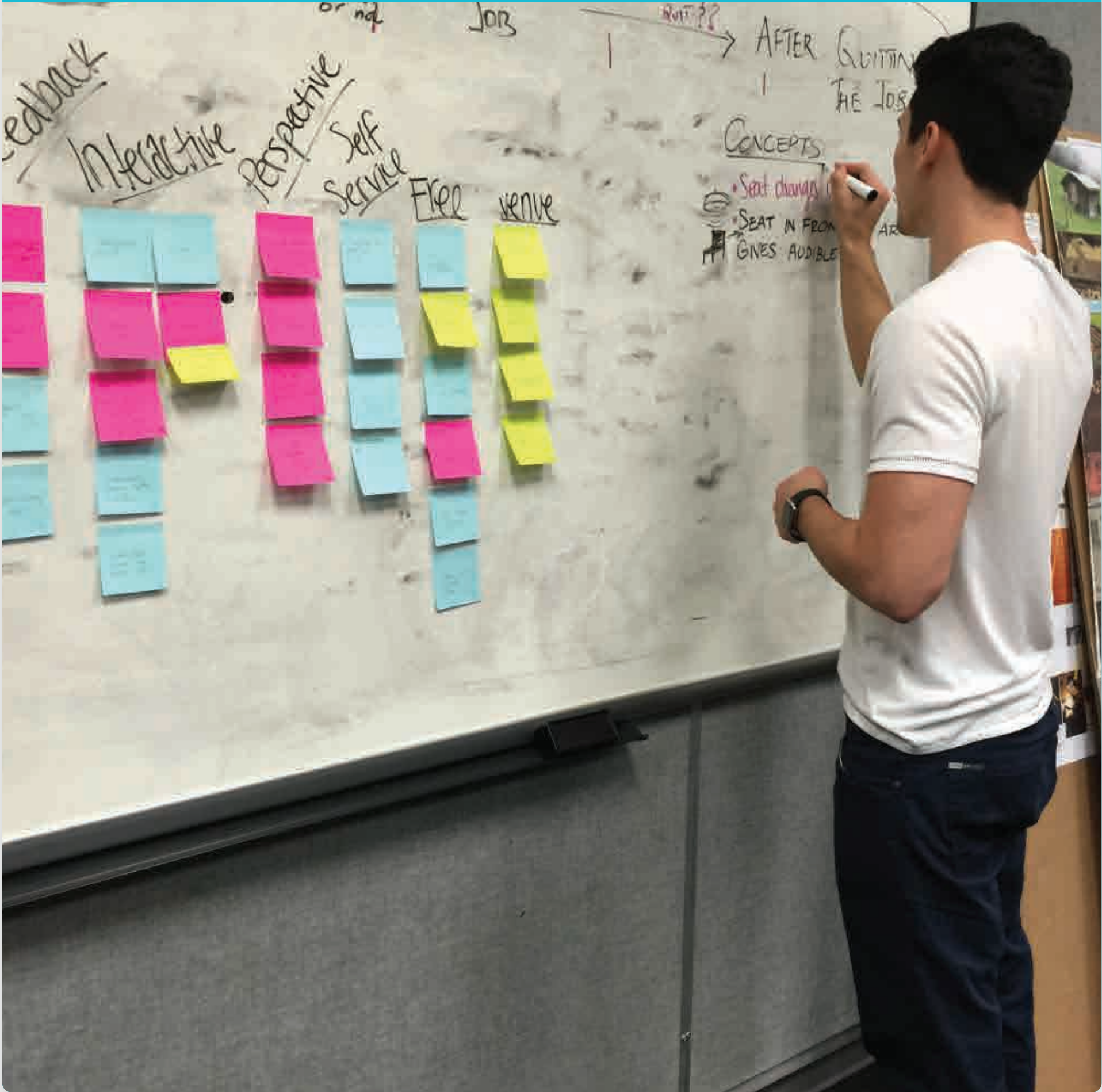
Optimization Affinity Map



Creating Concepts



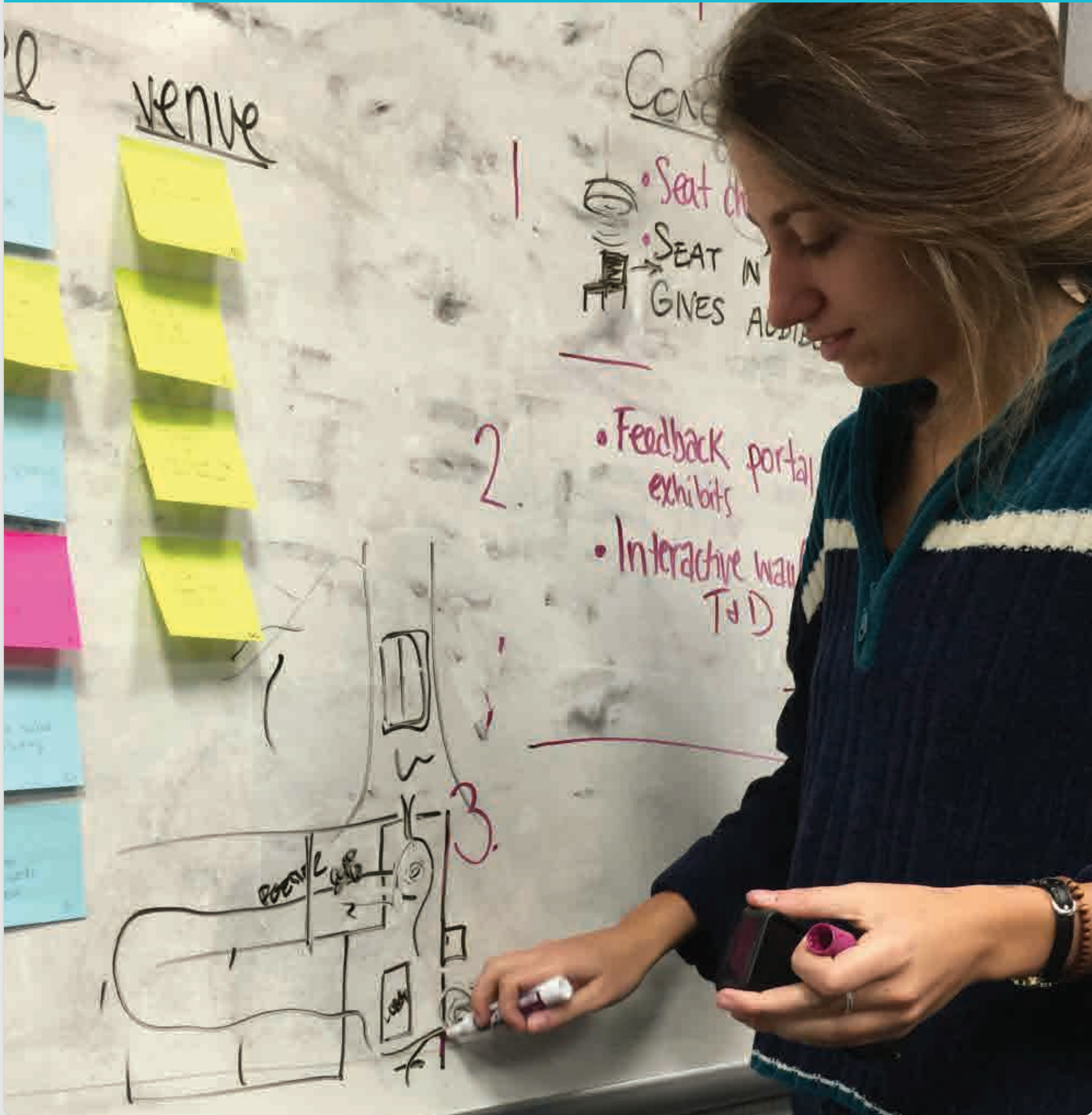
We started the conceptual phase by selecting ideas from multiple different affinity categories and creating a holistic solution.



Further Development



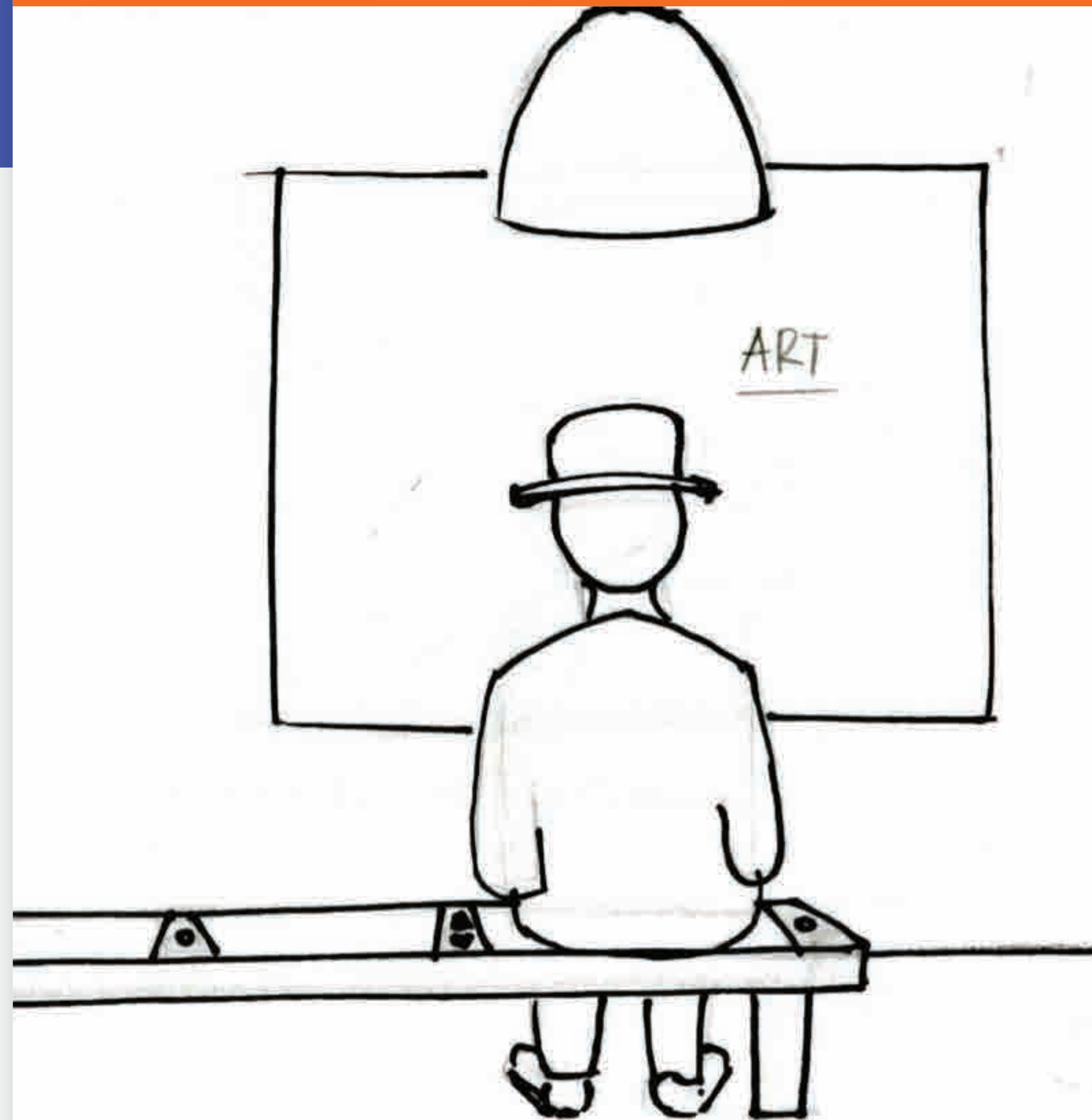
We began to flesh out these concepts, even adding lo-fi illustrations to accompany the features of the concepts.



Aud-Pod

A pressure sensitive seat that triggers audible mini lecture on the work that the seat/chair faces.

Visual Representation



Primary Features

- Language Selection
- Art Piece Selection
- Synopsis
- Auto-start

User Benefits

- Comfort
- Information
- Self-paced Exploration

Technology

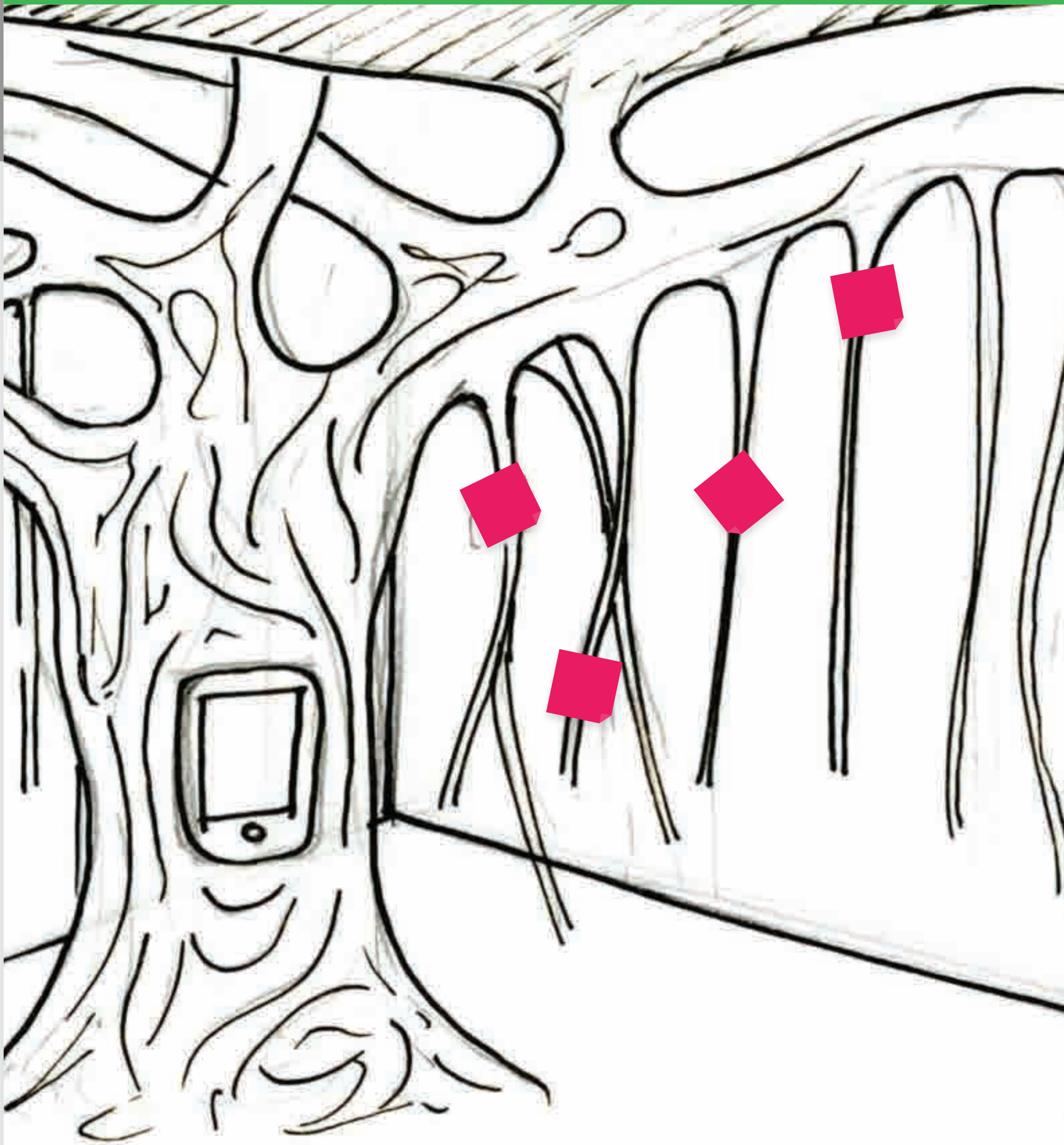
- Pressurized Seat/Bench
- Integrated Touch Screen
- Speaker Dome



The Giving Tree

A physical and digital tree you attach your thoughts/remarks about the experience at the museum.

Visual Representation



Primary Features

- Museum Feedback (Digital Component)
- Question of the Month (Physical Component)
- Tie your answers to the tree branches

User Benefits

- Brings the community together
- Encourages the visitors to reflect on their experience at the museum
- Broadens perspective when the responses are viewed

Technology

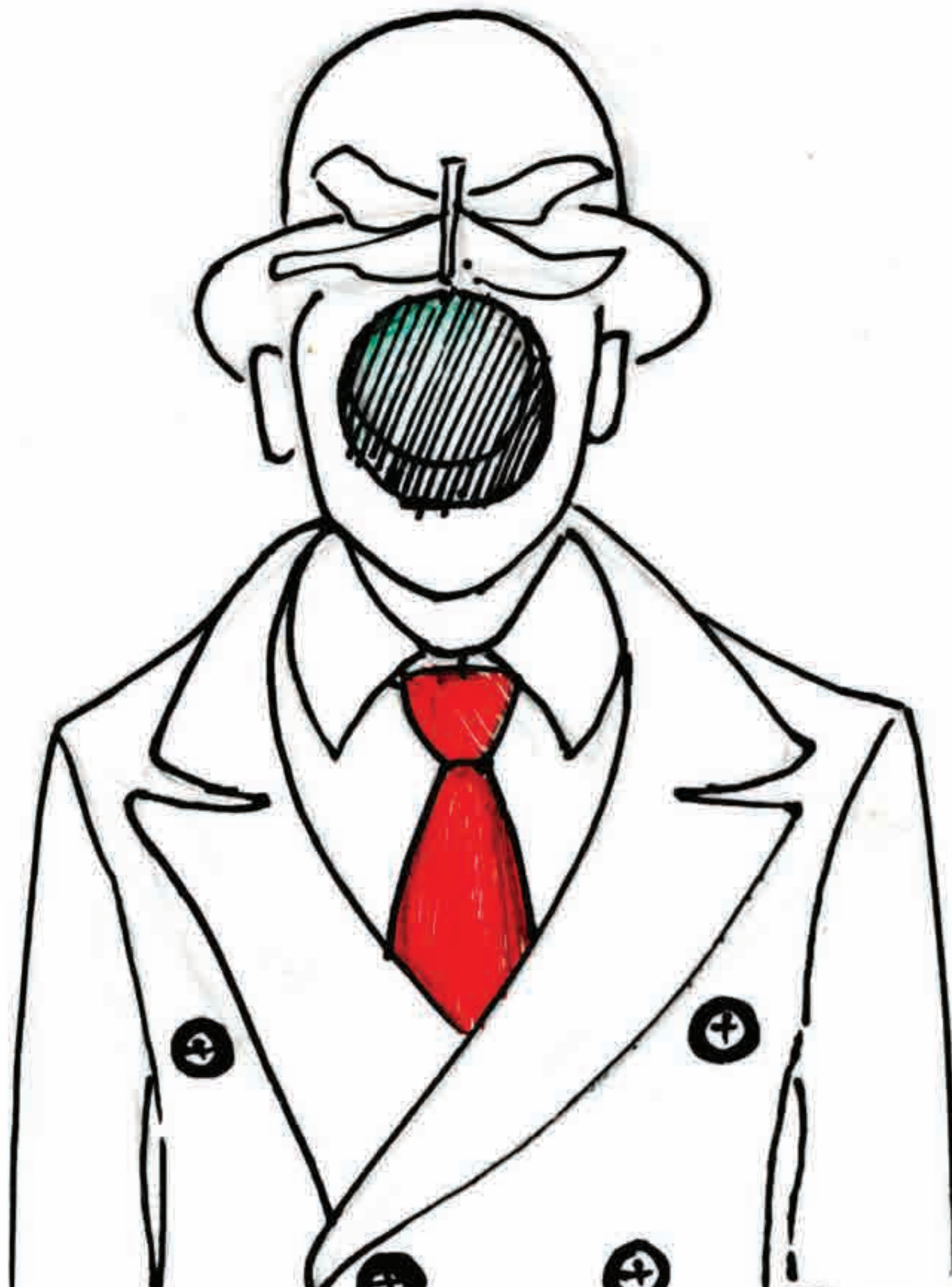
- iPad placed into the tree bark



Dress Up Day

SCAD MoA will have random themed days when guests dress up according to the theme to get discount on admission.

Visual Representation



Primary Features

Admission discount

Featured on Snapchat stories

Food and drinks available at a certain time of the day


User Benefits

Fun environment

Reoccurring visitors

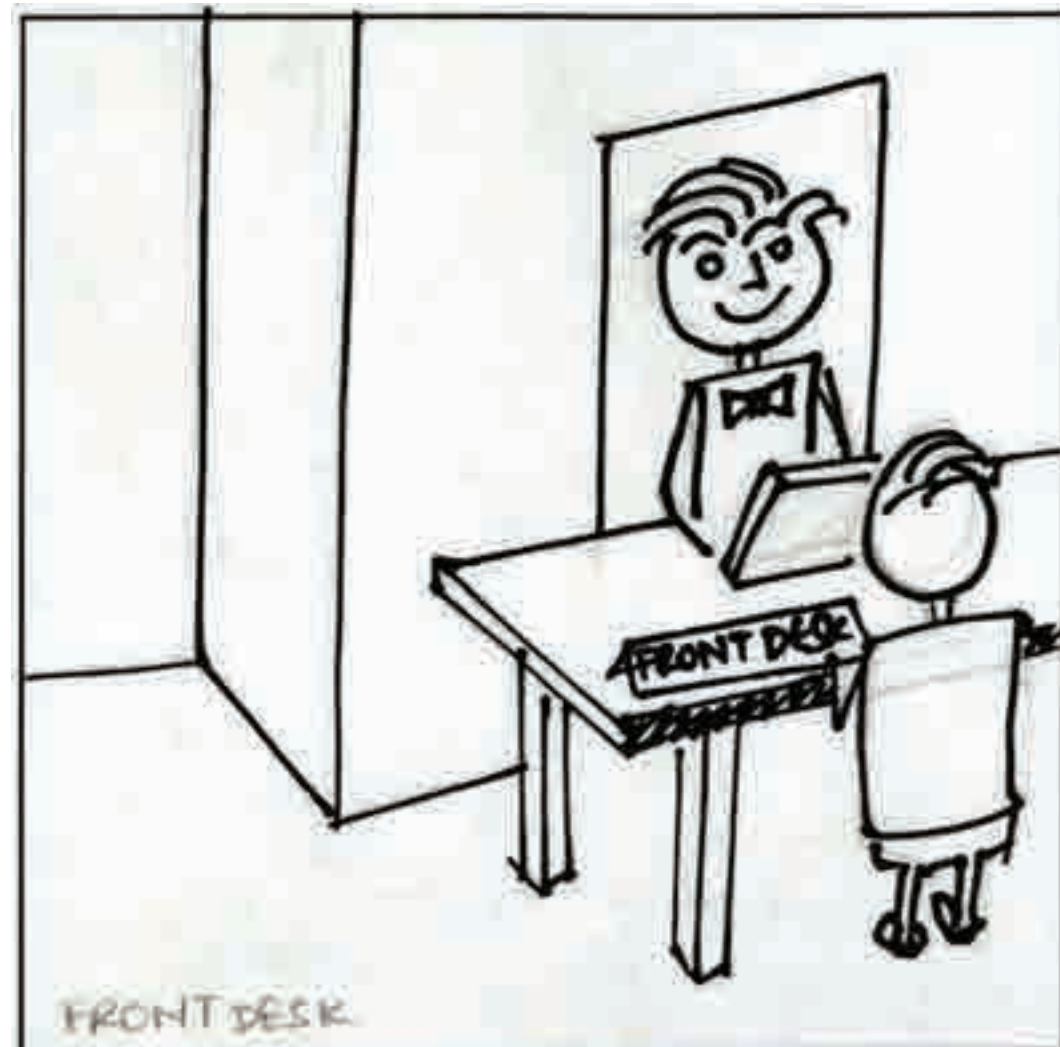
Gives users a reason to check the museum's digital communication channels (Social media and the website)



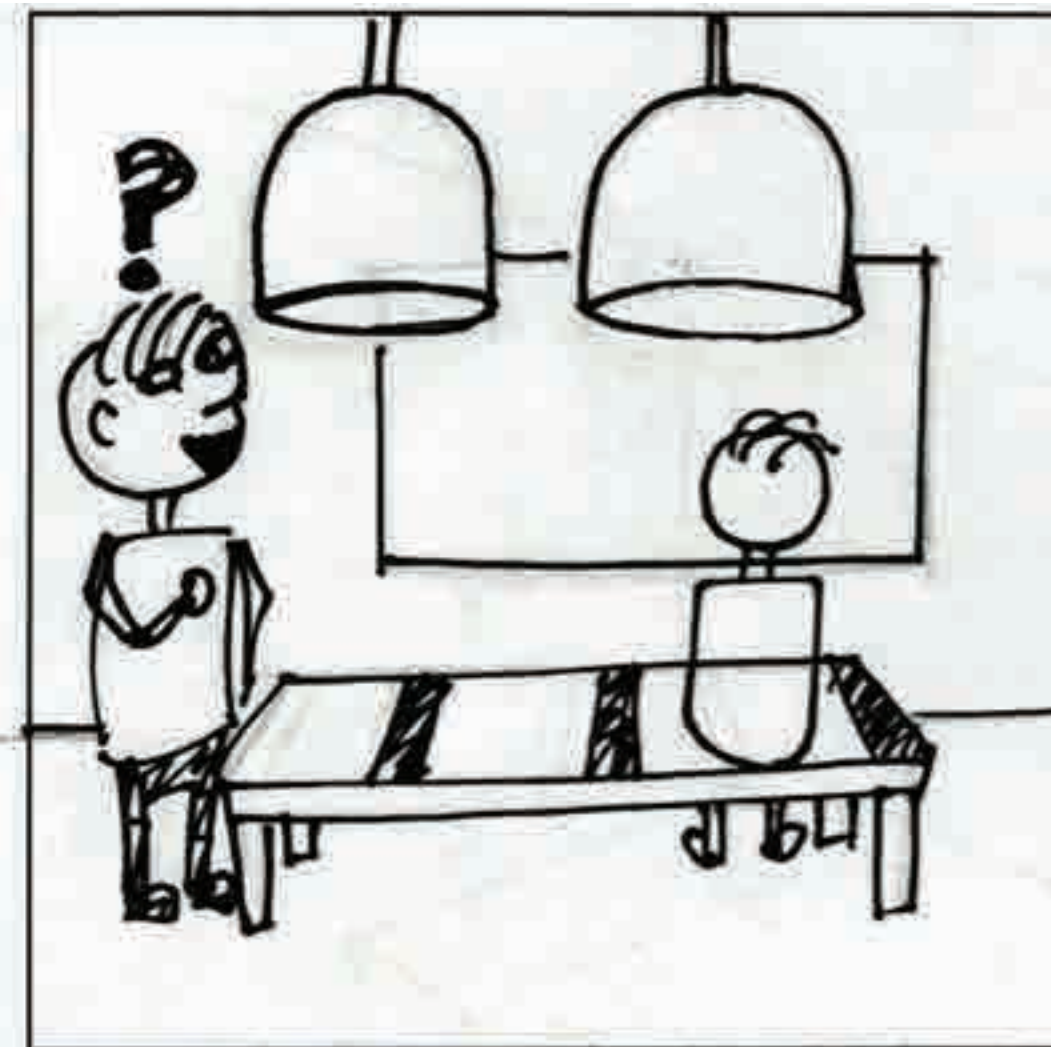


Criteria	Weight	Aud-Pod	Giving Tree	Dress Up Days
New/Original	10	6	8	4
Useful	30	7	6	8
Feasible	40	9	8	6
Relevance To Vision	20	10	7	1
Total		830	720	540

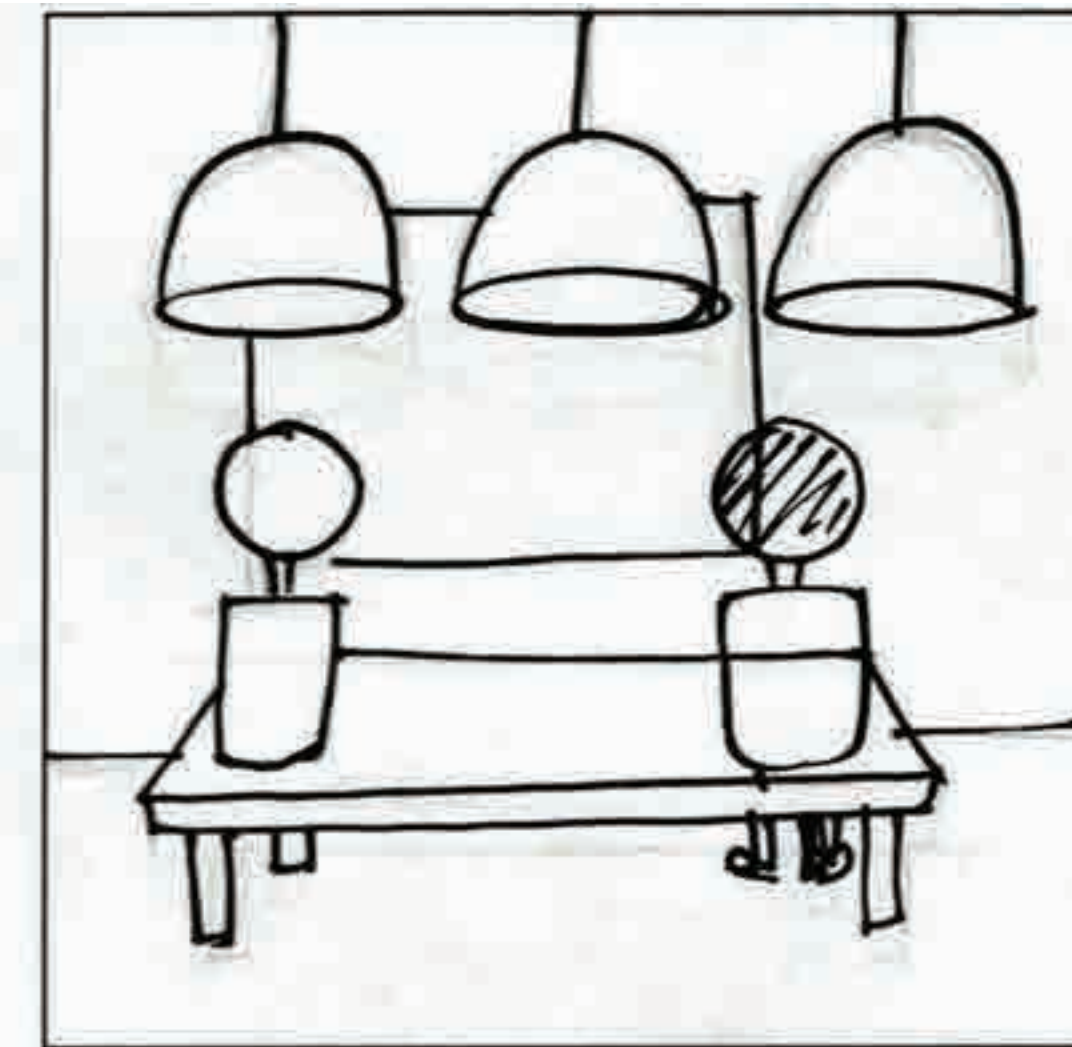
Storyboard For Aud-Pod



Wally decides to go to the museum on his free time to look at the new exhibit he heard about from his teacher. He does the typical sign in process at the front desk and heads inside the gallery. The museum employee doesn't tell him about the new Aud-Pod's they've installed.

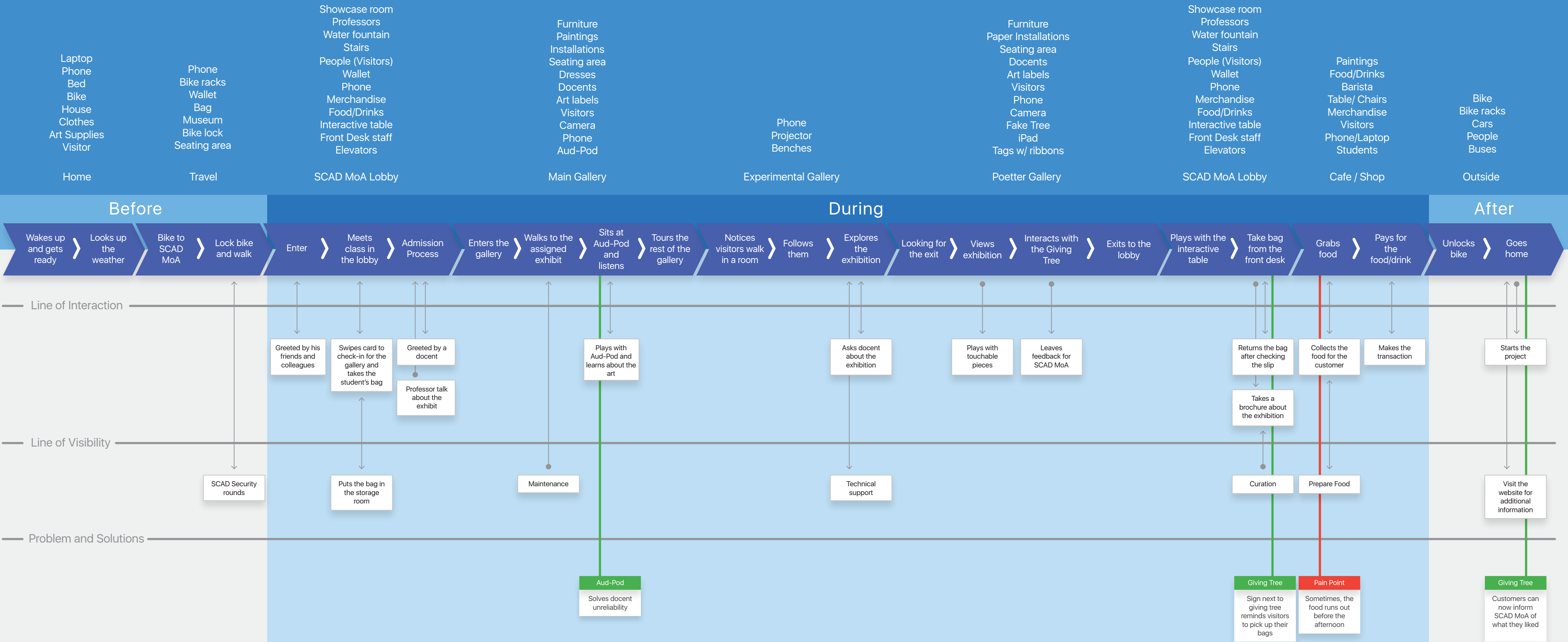


As he's touring the exhibit, he notices these benches in front of the art with bubbles above each seated area. He doesn't know what they are, so he goes over to one and sits down and plays with the Aud-Pod.



After playing around with the controls a bit, he listens to the voice telling him about the piece of art in front of him. He is delighted that the museum has found such an elegant solution to the problem of docents being unreliable at times!





2 Types of Lateral Thinking

Traditional Brainstorm

Done by 2 separate people,



- outdoor gallery
- outdoor water slide
- outdoor activity
- food market
- local art show outside
- local students show
- local student selling market
- other museum tours
- out of city museum
- ~~the~~
- movie night
- outdoor yoga
- outdoor meditate
- outdoor fitness
- storage lockers/cubby
- to go bags
- all day storage
- accessories
- sock
- +shirts
- to go art

TRANSFORMATION BRAINSTORM

- TOKEN BASED ART
- A LA CART ART
- DIFFERENT LOCATIONS (ACROSS US/WORUD)
- ART CREATION STATION (THE MUSEUM PROVIDES THE SUPPLIES)
- Postcard version of certain art pieces in Gallery available for purchase
| (\$5 - create revenue FROM students)
- poster
- RENT OUT THE SPACE FOR EVENTS
- CONCERTS? (VENUE)
- DINE w/ THE ARTIST NEXT TO ART AFTER/BETORE EXHIBITION OPENING
- AFTER HOUR PARTY IN THE GALLERY (PREMIUM)
- PRE-SHOWING OF ART BEFORE OPENING
- HELP THE ARTIST FOR THE ART UP
- MAGAZINE SUBSCRIPTION
- GRAPPHI ROOM (VERY PREMIUM)
- COOKING CLASS (xT)
- ~~COOKING~~ WORKSHOP MEMBERSHIP (ART CLASSES)
- WORKSHOP w/ ARTIST
- ~~ARTIST~~
- LOCAL ARTISTS PAY FOR EXPOSURE IN SCAD MOA
- ~~VALET~~ VALET SERVICE

Different Points Of View



Mom views:

- Health classes
↳ ~~the~~ Recipes // Sell individual plants/produce
- Mini Art Workshop
- Meet w/ Artist session [Q+A]

Kids:

- Kid Arts & Crafts Workshop
- Buy Ipad - During - Visit Ipad
- Afterschool Program \$

TRANSFORMATIVE

Student

- Pay for informational Ipad \pm MD your project ~~that much~~ } ^{short cut}
- Pay for access to Perminant collection / selection
(would name)
- Summer, hands on museum CLASS or PROGRAM (summer) \$

Other Artist
- Pay to have their work displayed
- Sell art - sell student art

Merchandise

- Magazine
- Clothing
- Accessories
- To Go Art
- Clothing
- To Go Bags

Venue

- Student Show
- Student Selling Market
- Local Art Show
- Concert Venue
- Space Rentals For Possible Events
- Pay To Have Work Displayed (Local Artists)
- SCAD Student Art Exhibit

Locations

- City Tour w/ Double Decker Bus
- Museum On Wheels
- Sell Student Art
- Out Of City Museum
- Other Museum Tours
- Different Locaitons In Savannah
- Country/ Worldwide Locations

Technology

- Reward/ Loyalty Program
- Digital Profile w/ Premium Features
- Pay For Info On iPad
- Personalized Tour Guide via App
- Virtual Gallery On App
- Additional Permanent Collection Exhibit
- Rent/Buy Wireless Headset For Guided Tour
- Rent iPad Fore More Info
- Digitizing The Collection
- A La Cart Art

Outdoor

- Food Market
- Waterslide
- Fitness Area/Art
- Return Of Movie Night
- Hangout/ Picnic Space

Workshop

- Cooking Class
- Workshop Membership
- Workshops With The Artsits
- Set-up With The Artist
- After Hours Party
- Graffiti Room
- Dine with the Artists
- After School Learning Program
- Art Creation Station
- Summer Hands-on Program
- Mini Workshops
- Kids Arts And Crafts (Babysitting?)
- Interactive Q&A
- Art Pre-Showing Tickets

Misc.

- Lockers/ Lobby Storage
- Partner w/ A Food Chain
- All Day Storage
- Valet Service
- Charged Parking Lot

1

Workshop
Membership

Valet
Service

all day
storage

MAGAZINE

2

food
market

CONCERT
VENUE

local
art
shows

3

out of city
museum

SPACE
RENTAL
FOR EVENTS

DIFFERENT
LOCATIONS

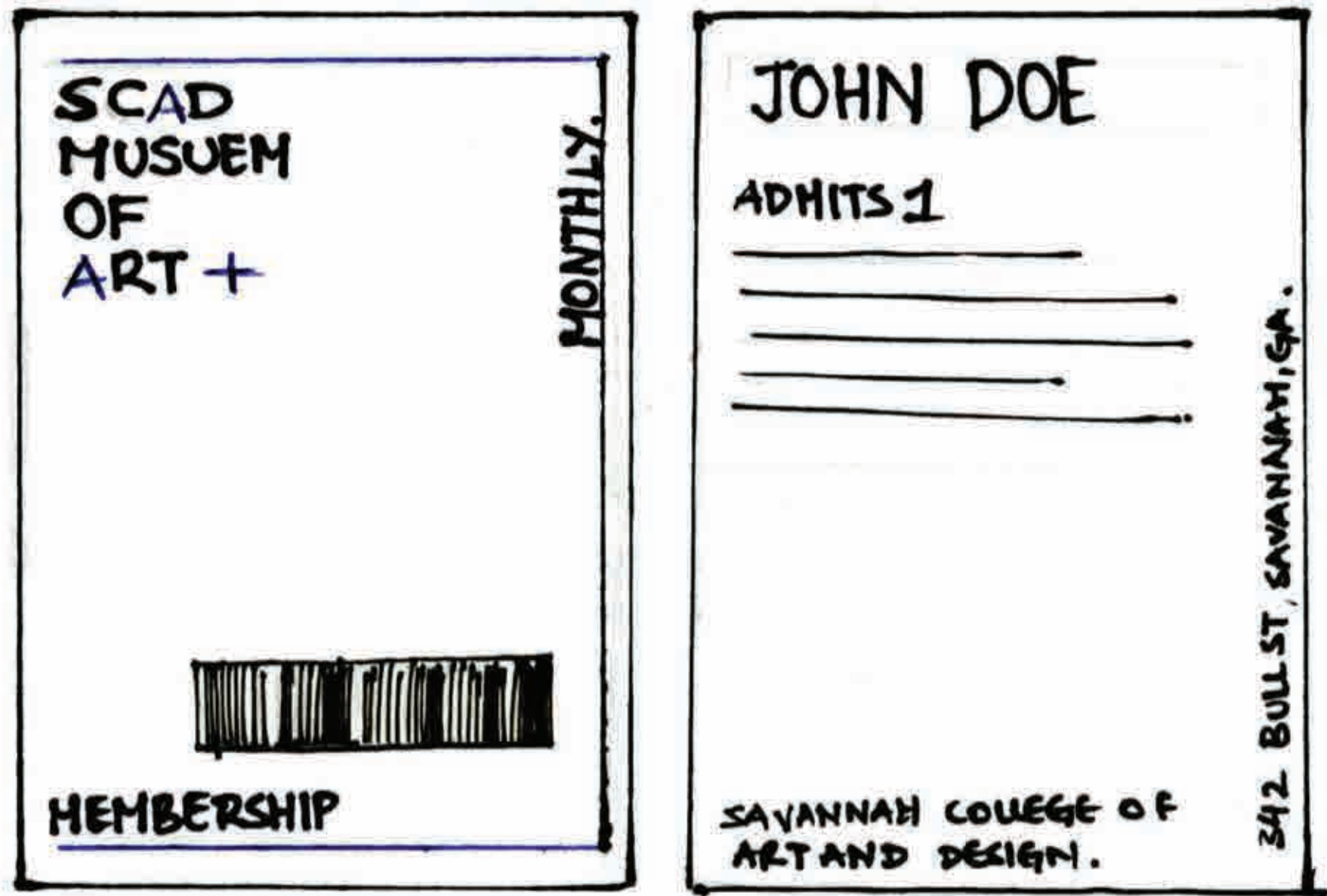
MORE
LOCATIONS
IN DIFFERENT
MAJOR CITIES!

MUSEUM
ON
WHEELS

Student
Show

MoA + A membership to the Museum of Art that would enhance learning and creativity for non-SCAD visitors.

Visual Representation



Primary Features

- Valet
- Magazine Subscription
- Access to Lectures
- Workshops
- Priority Tickets For Opening Events

User Benefits

- Networking possibilities
- Improving creativity
- More learning opportunities



MoA Mart A quarterly event held at SCAD’s Museum of Art that promotes student and local artists’ work as well as create a stronger artistic community in Savannah.

Visual Representation



Primary Features

- Small admission fee
- Live music (from local musicians)
- Buy/Sell art
- Farmers market

User Benefits

- Builds an artistic community in Savannah surrounding the museum
- Encourages art-creation

Technology

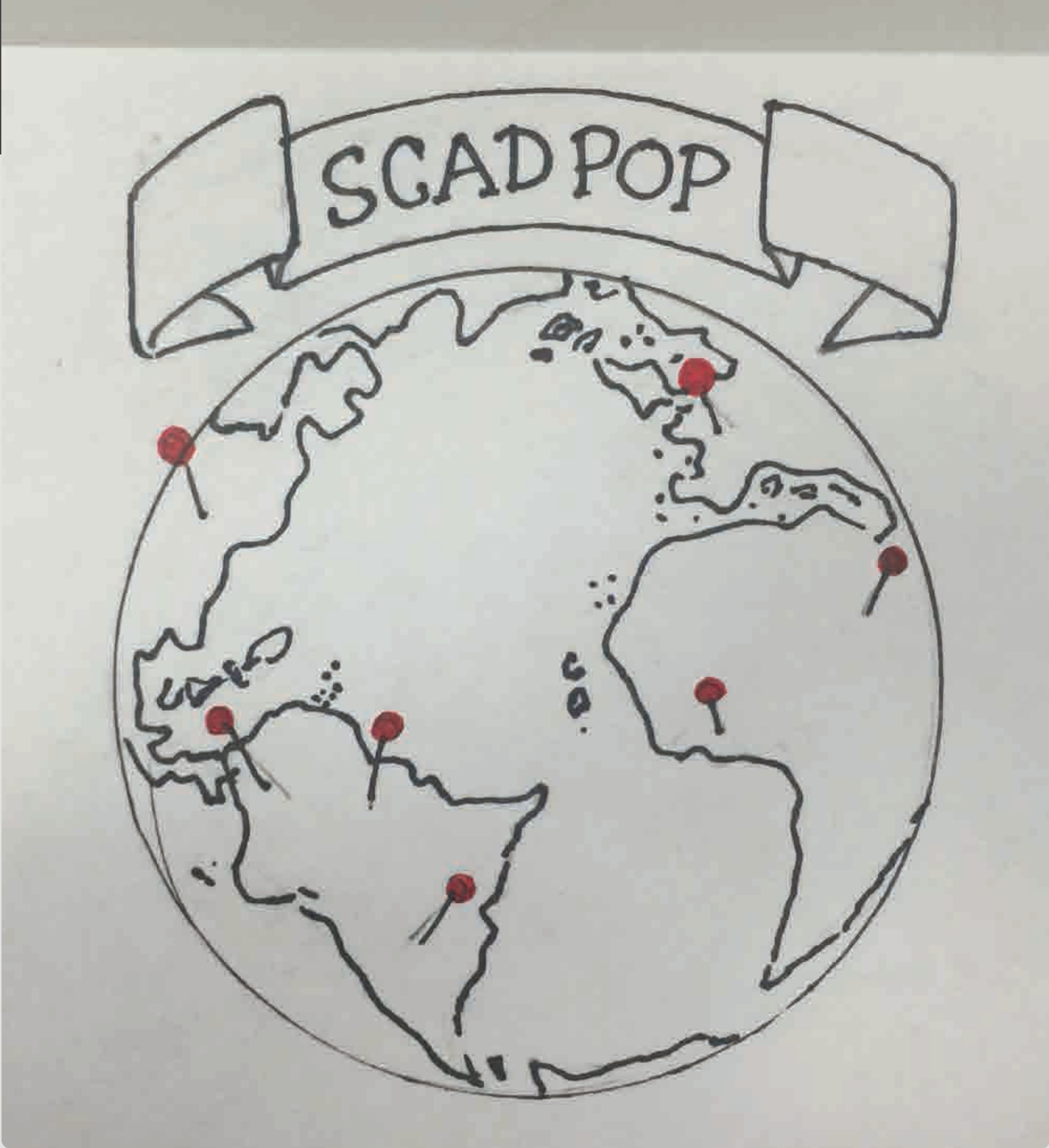
- Cashier equipment (Square card swipe + iPad)
- Accompanying tech support



SCAD Pop

Temporary pop up exhibits in random cities around the country or world that show highly experimental art.

Visual Representation



Primary Features

- Collaborative student project (with industry artists)
- Highly experimental art
- Pop up spaces


User Benefits

- Raises awareness of SCAD
- Another collaborative offering to SCAD students
- Challenges the idea of a conventional museum

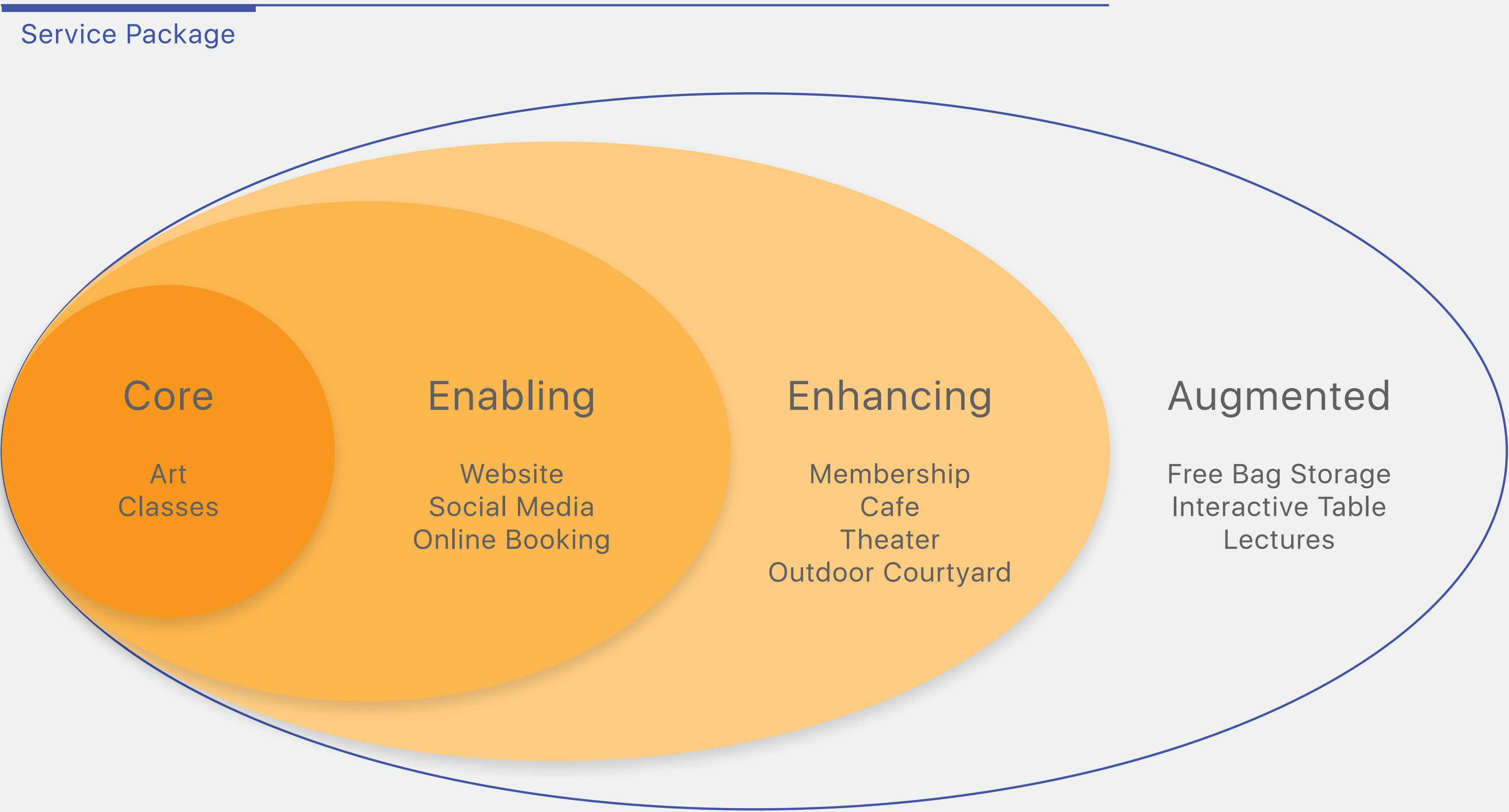
Technology

- Any tech implemented into the art

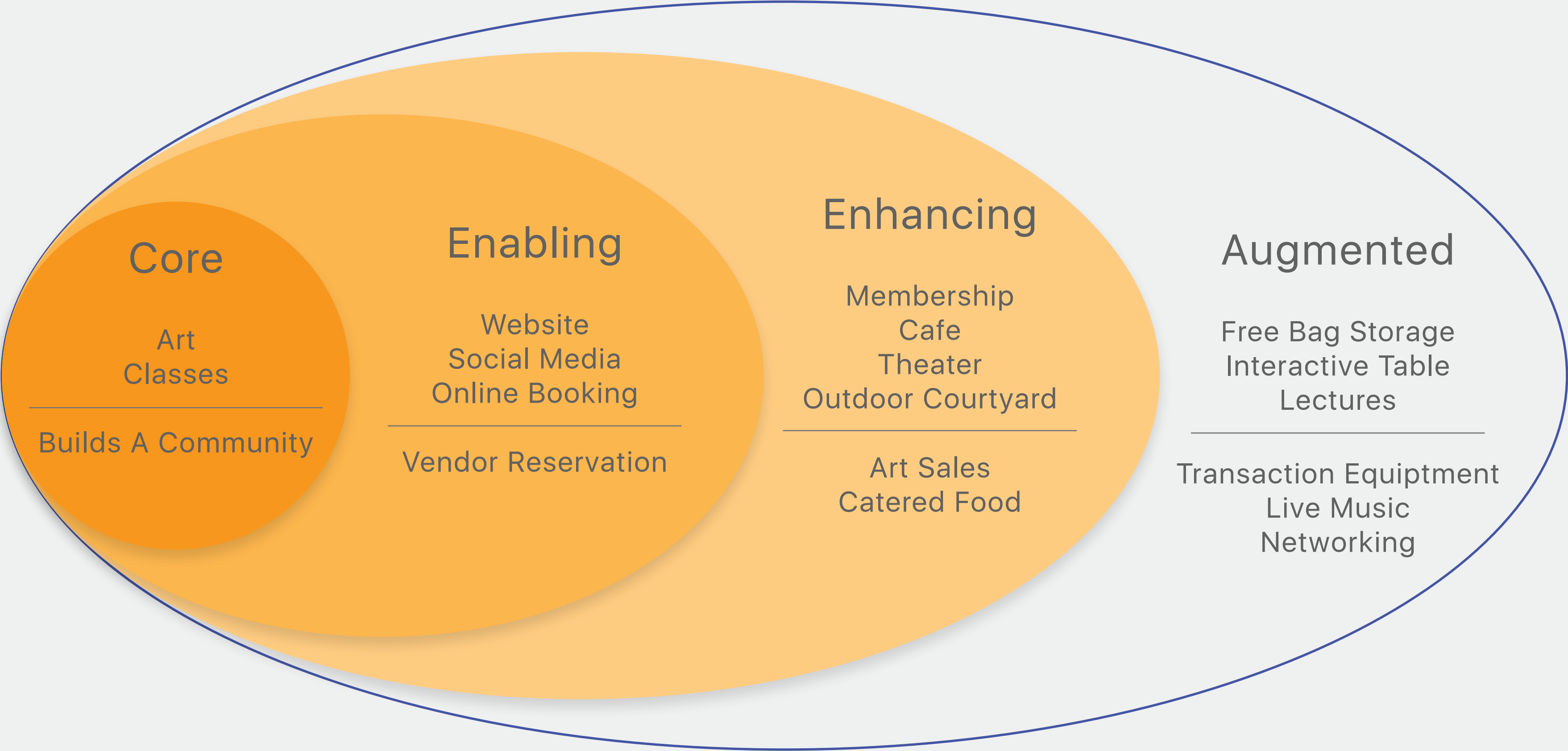


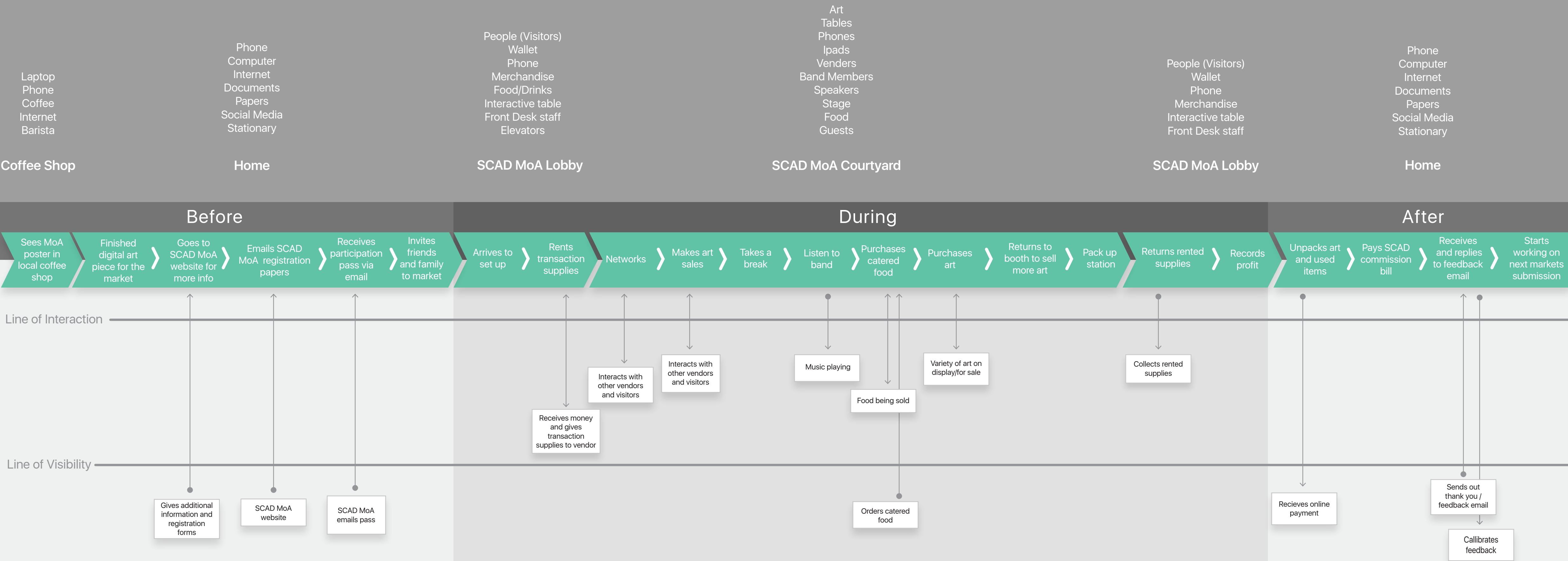


Criteria	Weight	MoA +	MoA Mart	SCAD Pop
New/Original	10	1	4	9
Useful	30	6	6	4
Feasible	40	8	8	3
Relevance To Vision	20	8	5	7
Total		670	640	470



Service Package

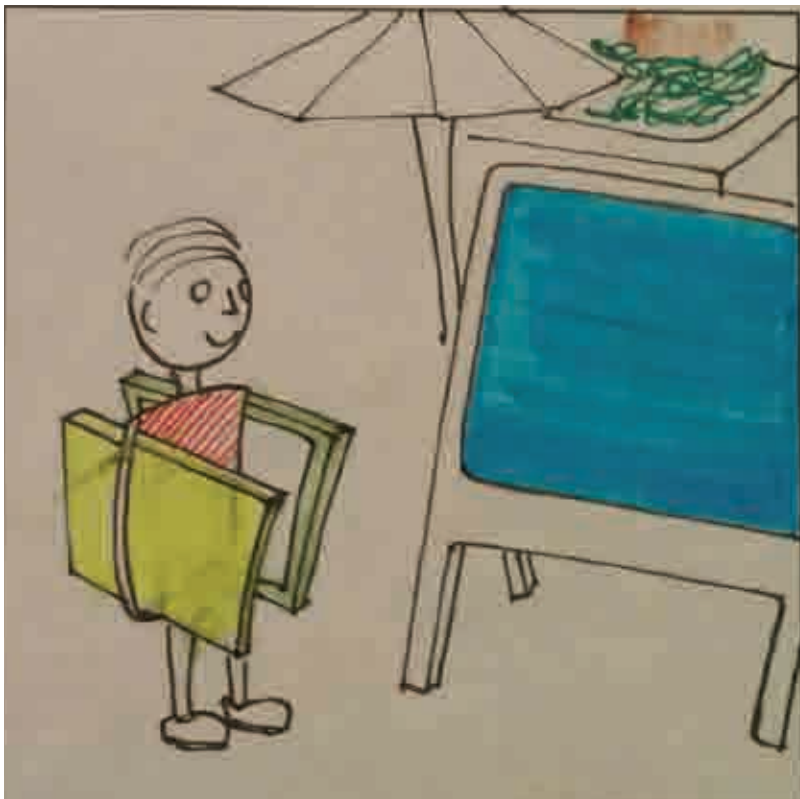




Storyboard For SCAD Mart



Wally West decided to participate in the MoA Market! He finished his piece and he goes to the SCAD MoA for more information and to fill out any paperwork needed. The SCAD team member tells him about an email that will be sent to him thanking him for his participation and will include a survey.



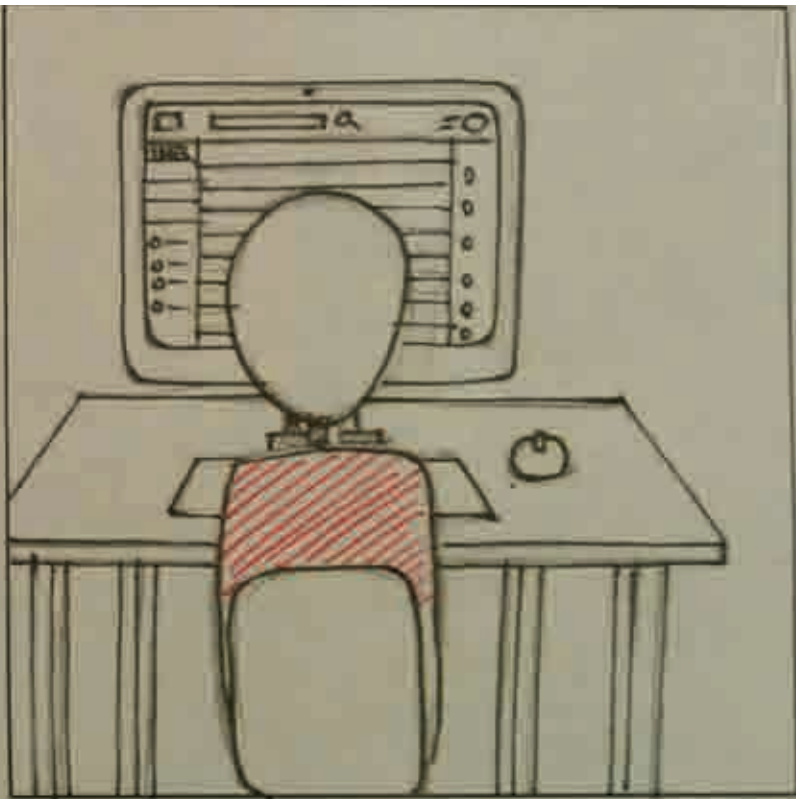
Wally is excited and gets to the market early so there is no rush to unpack his car and set up all his supplies needed for the day. He finds a SCAD staff member and rents transaction equipment.



Wally's booth is up and running and he sells his art! He is loving the positive atmosphere and people. After a couple hours of selling his art, he takes a break to walk around, socialize, network, enjoy the live music and appreciate other works of art. He purchases a couple of his favorite pieces.



Wally buys lunch that is being catered by SCAD. He sits and eats it in the courtyard while enjoying the band. When he's done, he returns to his booth and continues selling his art.



He returns the transaction equipment, packs up and goes home. He goes on his computer to complete the survey that SCAD sent via email. He calculates his profits and commission fees and is pleased with his profits! He is so happy that he is already planning some pieces for the next market.



Thank you!