Operation
MILLENNIAL

Final Delivery

Who Are We?

Our Team

Overview

The Ask

How can we get more Millennials, both local and tourists, to visit and be interested in the National Museum of the Mighty Eighth Air Force?

(Millennials: Also known as Gen Y, were born between the early 1980s and mid 2000s.)

Vision of Success

We aim to make the museum relevant to Millennials and viable for future generations by connecting with them using the channels they prefer (social media) and capturing their imagination.

Discover

Define

Develop

Deliver

Implement

Value Proposition

Interested Individuals

Providing new methods of communication and new avenues to connect with the military community and their history.

Uninterested Individuals

Providing new narratives that are only tangentially related to the war to pique their interest in the daily human experience.

Findings

- There are 80 million Millennials in the United States.

- 81% of Millennials have a profile on Facebook.

- "Millennials are the first generation of digital natives, and they expect their museum visits to seamlessly conform to their digital lifestyle."

- Millennials would prefer to use their own digital devices.

- "It's no longer enough to give canned recitations of facts. We can't tell people they have to walk clockwise through the galleries and look at each piece of art for 20 minutes."

- "Millennials expect a welcoming environment, engaging storytelling, good food and coffee, innovation, and free Wi-Fi. "

Pearl H.

Millennial Local: History Buff

Key Drivers (why?)
She has a love of learning. She likes to have hands on experiences by going on tours, sites, and museums.
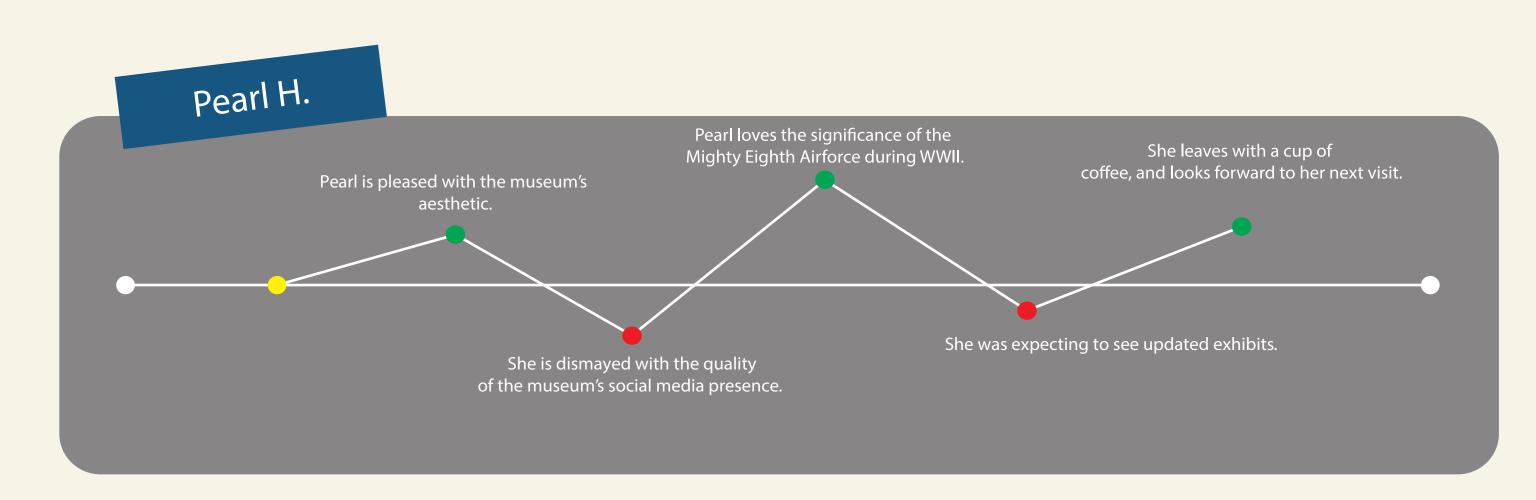
Key Behaviors (when, how often?)
Prefers to stay at home during the week and she occasionally will go out on weekends.

Key Behaviors (where?)
Without owning a car it's hard to maneuver around the city. She'll go wherever Uber or a city bus will take her!

Customer Journey

Pearl is pleased with the museum's aesthetic.

Pearl loves the significance of the Mighty Eighth Airforce during WWII.

She leaves with a cup of coffee, and looks forward to her next visit.

She is dismayed with the quality of the museum's social media presence.

She was expecting to see updated exhibits.

Ear l W.

Millennial Local: Curious I ndividua l

Key Drivers (why?)
Explores new places to gain significant experiences
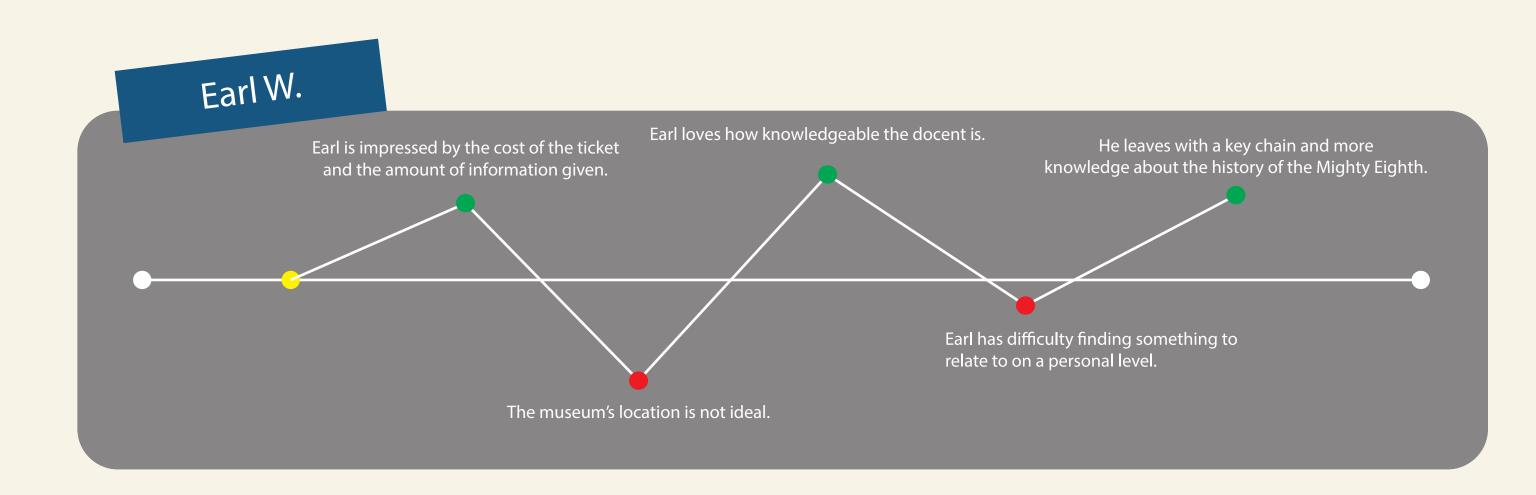
Key Behaviors (when, how often?)
He's interested in learning about new places. He sometimes has a hard time finding new museums or sites because of the lack of advertising.

Key Behaviors (where?)
He is willing to drive as far as he needs to!
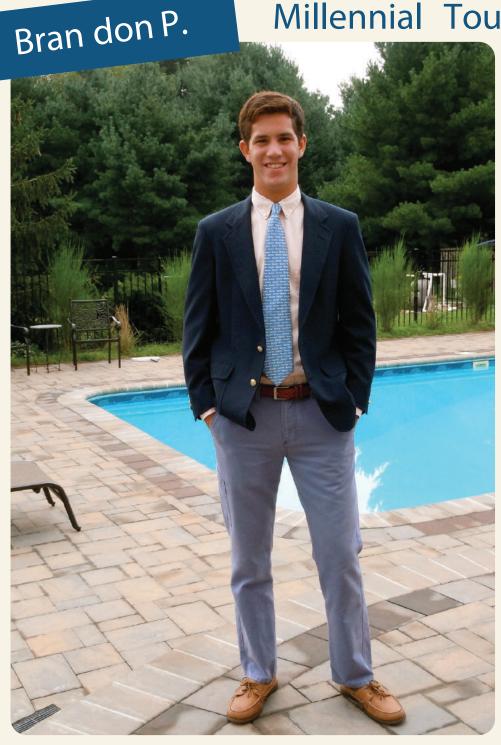
Customer Journey

Earl W.

Earl is impressed by the cost of the ticket and the amount of information given.

Earl loves how knowledgeable the docent is.

He leaves with a key chain and more knowledge about the history of the Mighty Eighth.

The museum's location is not ideal.

Earl has difficulty finding something to relate to on a personal level.

Bran don P.

Millennial Touris t: Group P arti er

Key Drivers (why?)
Looking for a good time with friends.
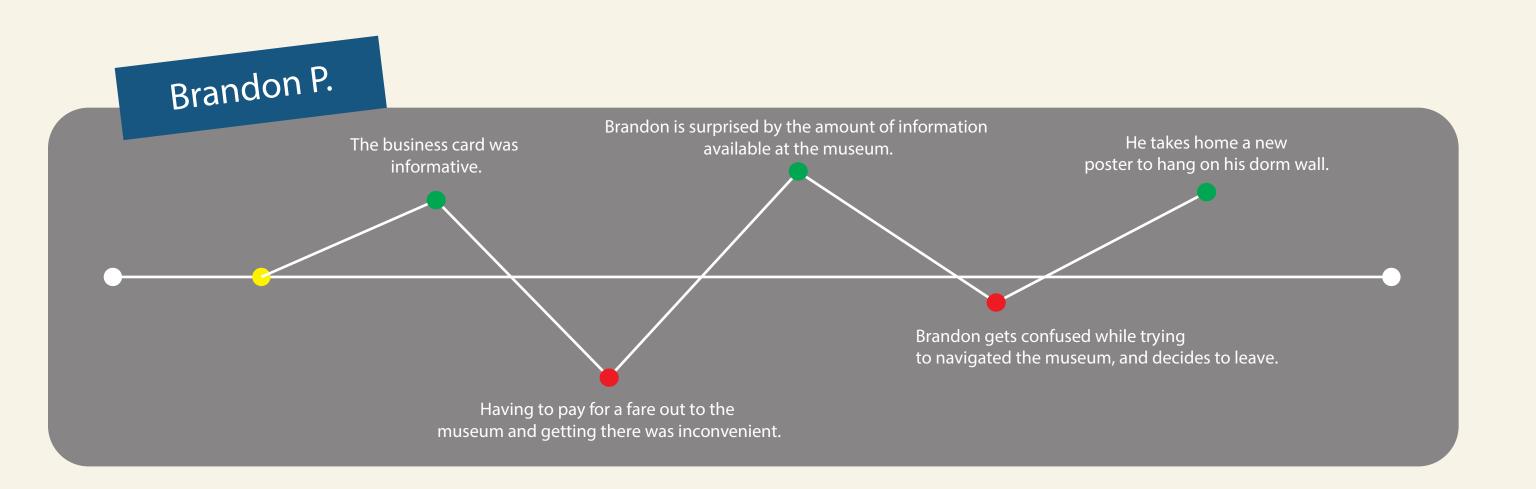
Key Behaviors (when, how often?)
In Savannah for a good time with friends but still wants to explore and learn.

Key Behaviors (where?)
He's willing to drive or Uber somewhere he knows he'll enjoy, for example: restaurants, museums, bars, and tours.

Customer Journey

Brandon P.

The business card was informative.

Brandon is surprised by the amount of information available at the museum.

He takes home a new poster to hang on his dorm wall.

Having to pay for a fare out to the museum and getting there was inconvenient.

Brandon gets confused while trying to navigated the museum, and decides to leave.

Customer Archetype

Millennial Tourist: History Buff

Key Drivers (why?)
She loves learning and researching about the past and how it's effecting today's life and culture.
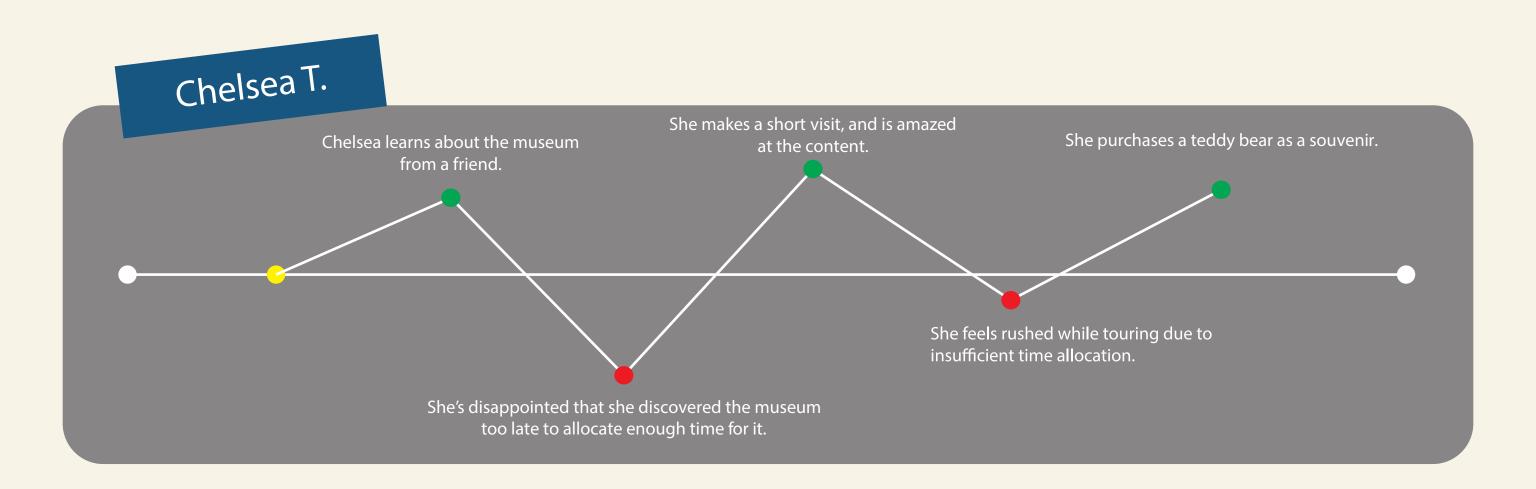
Key Behaviors (when, how often?)
She has the most free time after work and on weekends.

Key Behaviors (where?)
She likes to visit new museums and libraries in her free time. She usually meets with her tutor or friends at a coffee shop beforehand to research new places to explore.

Customer Journey

Chelsea T.

Chelsea learns about the museum from a friend.

She makes a short visit, and is amazed at the content.

She purchases a teddy bear as a souvenir.

She's disappointed that she discovered the museum too late to allocate enough time for it.

She feels rushed while touring due to insufficient time allocation.

Exploratory Interviews
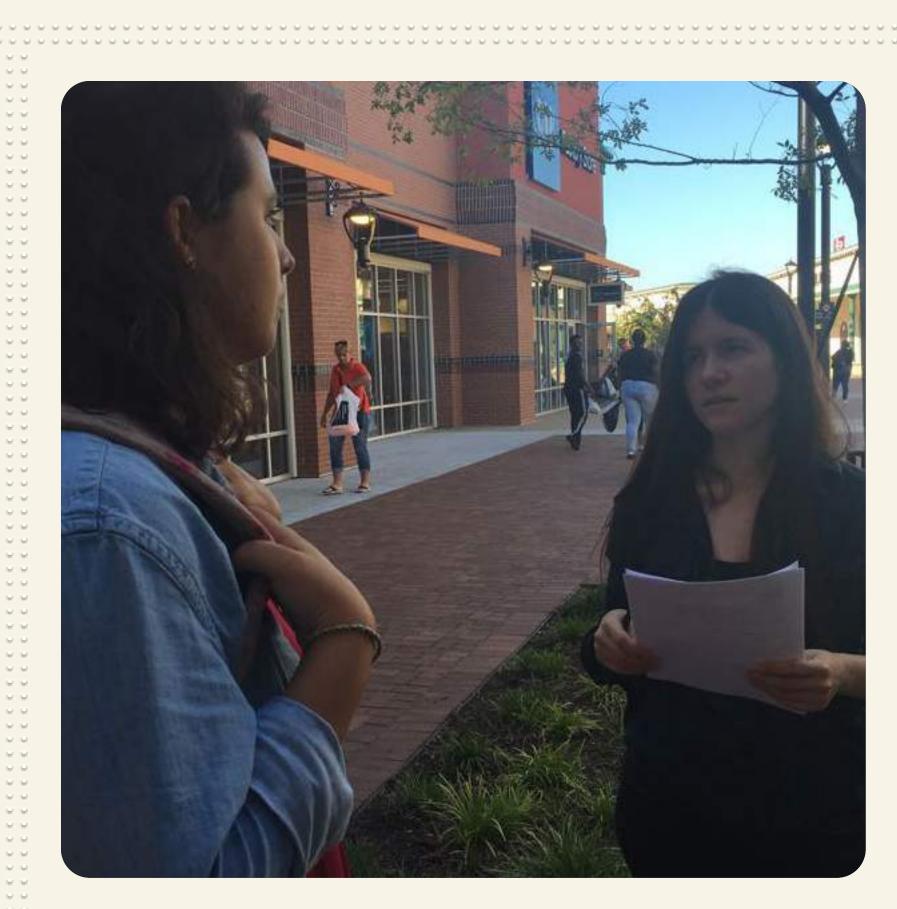
- Established research questionnaires for both local and tourist millennials

- Interviewed 18 millennials (6 tourists, 12 locals)

- Analyzed the data collected

Distance is not a problem
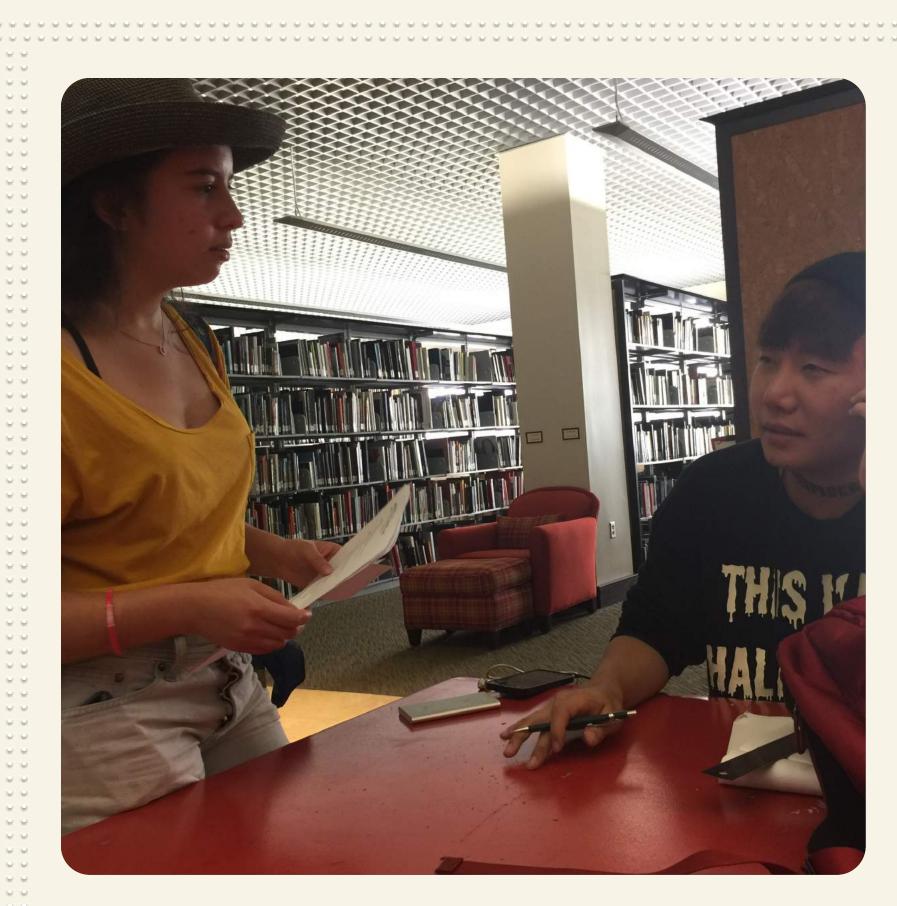
Having changing exhibitions will encourage them to revisit museums

Securing transportation can be a problem, but they are willing to travel long distances for special exhibitions.

They would like to have exhibitions that connect to their personal interests.

They have problems navigating museums and the density of information overwhelms them.

Framed Strategic Problems

#1

How do we let Millennials know that a trip out to the Mighty Eighth is worth their time and effort?

#2

What new exhibitions or events could we create that would interest Millennials?

Framed Strategic Problems

#3

What non-military exhibits or events could we offer to Millennials?

#4

How could we make it easier for Millennials to navigate the various exhibits within the museum?

#5

What can we do that would make the material more interesting and accessible for Millennials?

Area of Opportunity

Use of Technology

Pearl

Brandon

Educational ——————— Recreational

Chelsea   **Earl**

Lack of Technology

Design

Audio Tour
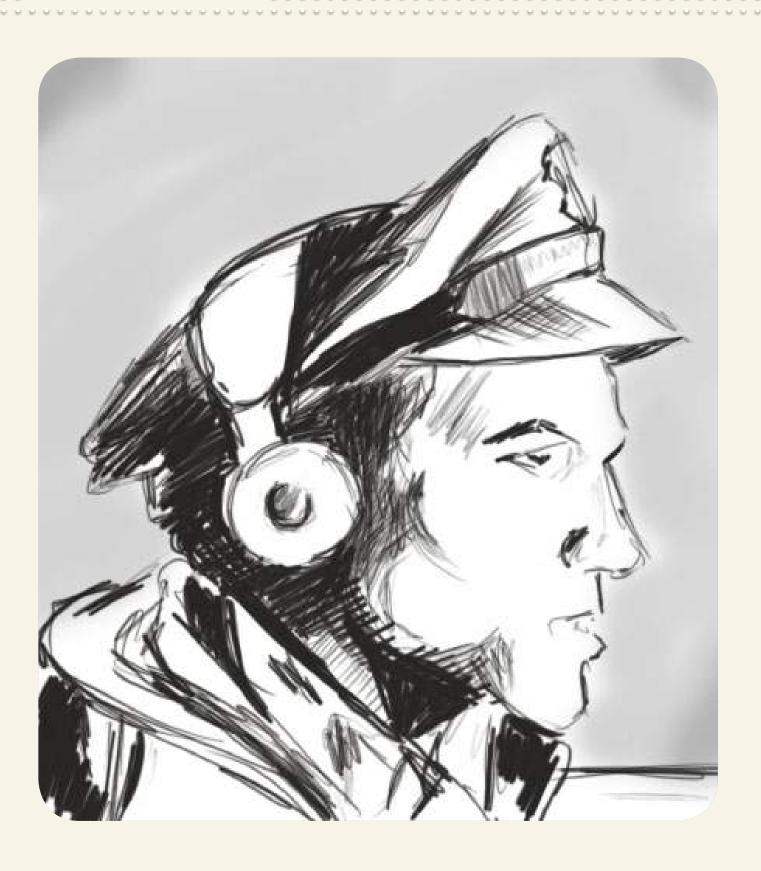
Mighty Eighth Audio Experience

A self-guided audio tour that takes you through different routes in the museum based on time available and interest in World War II.

Audio Tour

Primary Features

- Self-guided tour utilizing a mobile application
- Different tours that appeal to a wider audience

Benefits

- Enhanced storytelling experience

Technology

- Smartphone/iPod Touch
- Headphones

Tour Options

Visitors will be given tour options based on their level of interest. Tours will vary in length (1-2 hours, 3-4 hours and unlimited) and content.

Examples of Some Tour Options

Deep Dive
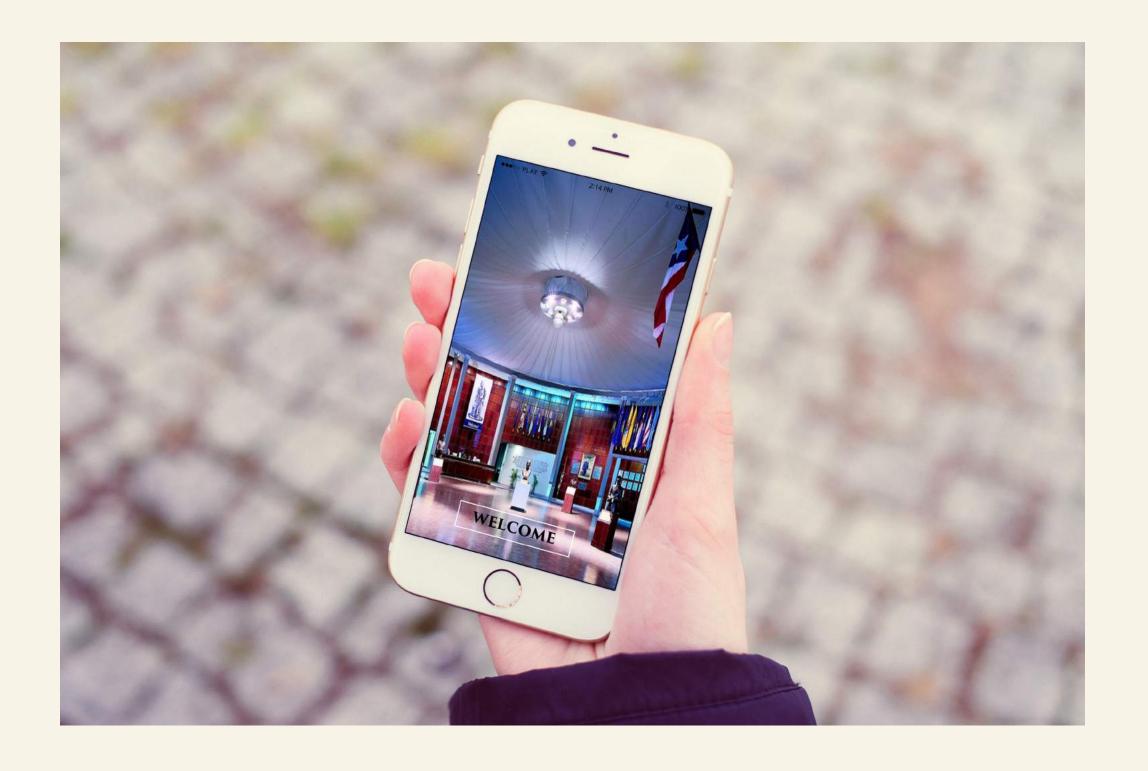
- A Day in the Life
- Up in the Air
- The Mighty Eighth Experience

Moderate

- From Savannah with Love
- To Europe & Back
- The Mighty Eighth Experience

The Lighter Side

- The Homefront
- Fly Girls
- Fashion of WWII

- Install beacon technology that will allow the audio to play when you walk up to the exhibit

- Hire a third party company to create the mobile application

- Update the application periodically when new exhibits are installed or special events are held

Peteran's Day

The Prototype

Peteran's Day Layout

Ceremony · Auction Area · Dog Games · Photo Op · Seating · Vendors · Drinks · Tennis Courts · Food Trucks

Peteran's Day

Primary Features

- Food trucks
- Wide open social space
- Commemorative ceremony
- Dog games

- Local vendors
- Photo booth
- Participant donations
- Silent auction

Benefits

- Dog and human socializing
- Promotional event to raise awareness for the museum
- Creates a community around the museum
- Helps the Mighty Eighth's social media presence

HELP US
Remember
Pets who have served

PETERAN'S
DAY

SATURDAY MAY 25TH
FORSYTH PARK
5PM – 10PM

- Find Veteran dogs for the event

- Secure sponsorships

- Build a social media presence before the event

Double Tap

Double Tap

A World War II trivia bar crawl in downtown Savannah including specialty drinks.

NATIONAL MUSEUM OF THE MIGHTY EIGHTH AIRFORCE

Pooler, GA

Double Tap

Primary Features

- WWII trivia at six bar locations

- Trivia winner will receive a $50 voucher

- Signature drinks served

- Ticket price will include Mighty Eighth cup. sticker and small merchandise
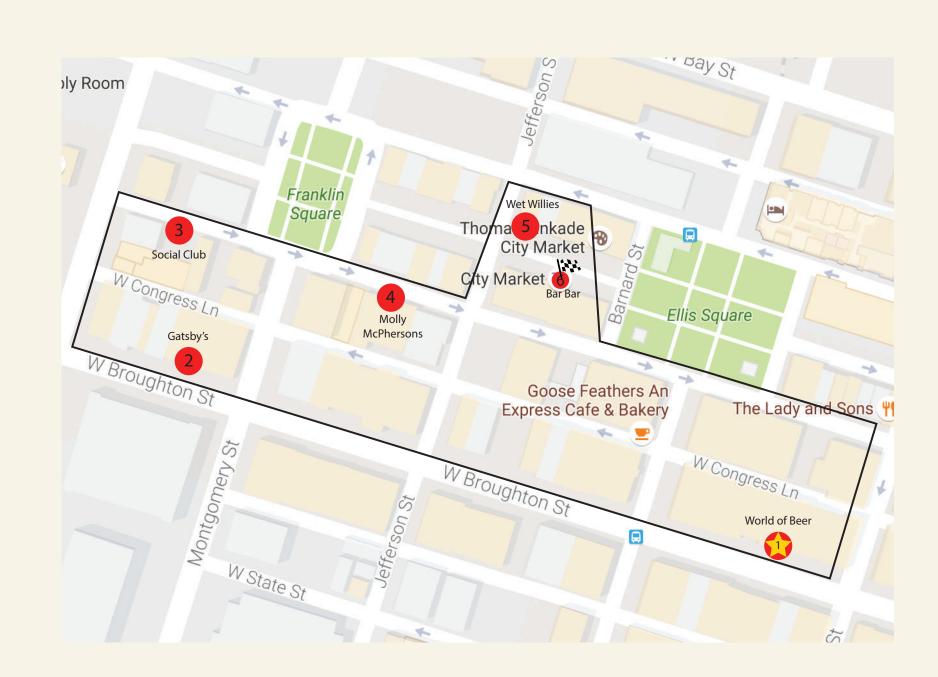
Benefits

- New revenue stream

- Promotes museum to new visitors

- Social environment to meet people and learn about WWII

Locations

Bars Included

- ## World of Beer

- ## Gatsby's

- ## Social Club

- ## Molly McPhearsons

- ## Wet Willies

- ## Bar Bar

Storyboard
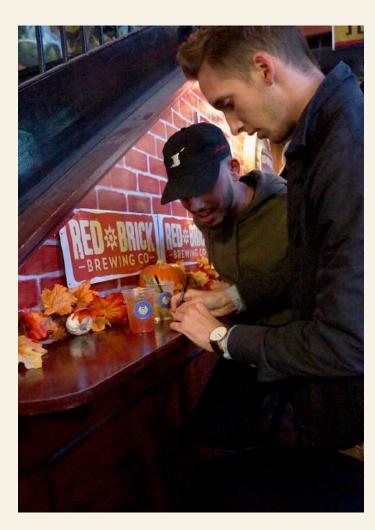
Participants arrive and check in at World of Beer

Participants receive Mighty Cup and order first free drink

Participants receive instructions and await the first trivia question

Storyboard
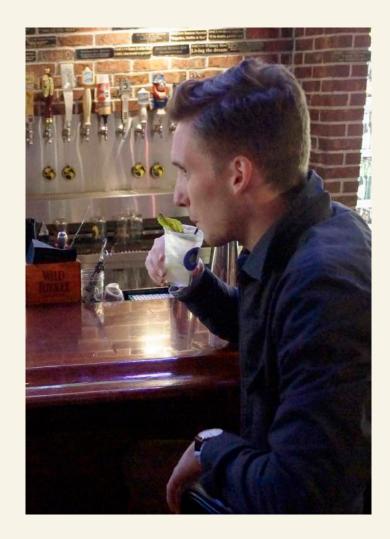
The group answers the first question

One participant from each group submits the answer to the tour guide

Participants answer more questions until the round is over

Storyboard

Participants take a small ten to fifteen minute break and enjoy their drinks before leaving to go to the next bar
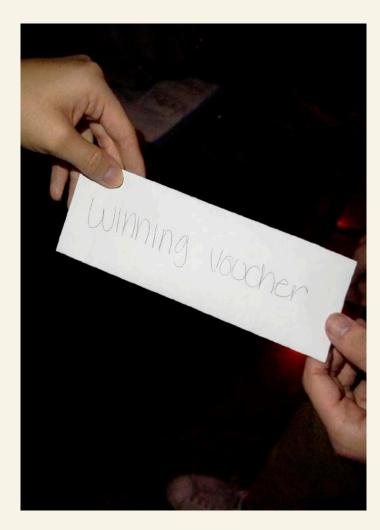
The groups enjoy each others company while walking to the next bar
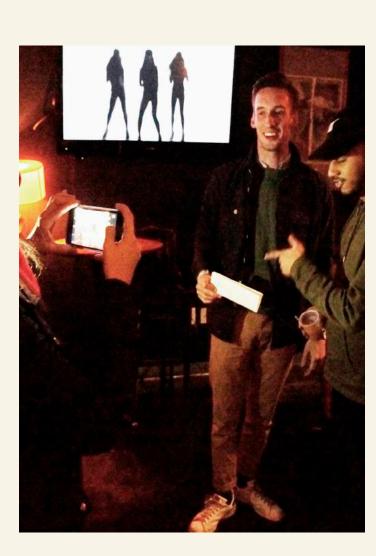
The groups show their I.D.'s to the bouncer before starting the next round
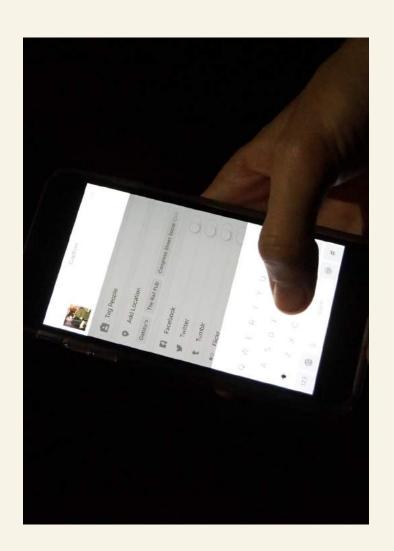
The tour guide gives the winner their gift voucher

Winning team takes photos

Participants share their photos from the pub crawl on their Instagram accounts

Ticket Pricing

- $30 Trivia
  - All proceeds go to the museum
  - Sticker included

- $65 Trivia
  - All proceeds are divided between the museum and the bars
  - One drink per bar included
  - Sticker and Mighty Cup included

Winning Prize

- $50 gift voucher at Bar Bar

Details

Registration includes reservation, signing a liability form and payment

Tour capacity is 25 people

Tours are held every other Friday at 8 p.m. and 10 p.m.
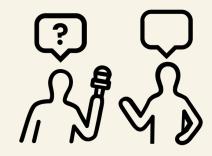
Check-in process includes validation of ID card, a handstamp and receiving souvenirs at World of Beer

Details

Teams must switch a player with another group at one of the bars

Five questions will be asked at each bar
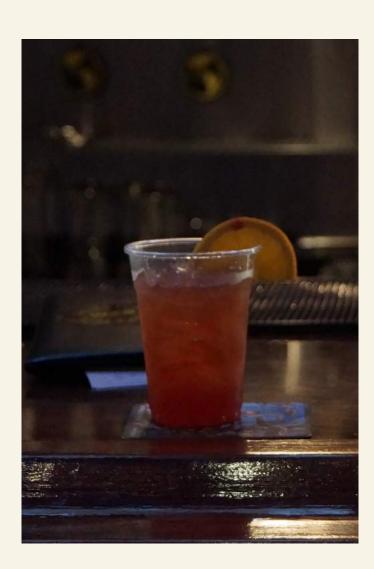
Bonus points will be awarded for completing the extra tasks

Signature Drinks

Savannah Bell

Mint tea vodka,
lemon, simple syrup

Crash Landing

Whiskey, lemon juice,
simple syrup

B-17

Whiskey sour shot

Implementations

- Establish partnerships with bars in the downtown Savannah area

- Collaborate with bars to create signature drinks

Socializing the Eighth

Expanding outreach to Millennials by establishing a strong social media presence.

Socializing the Eighth

Primary Features

- Snapchat
- Instagram
- Pinterest
- Stories

Benefits

- Connects to Millennials on a social and personal level
- Increases Millennial interest in the museum
- Increases social media relevance

Technology

- Smartphones
- Computer/Laptop

Channels

Update Current Channels

- The Mighty Eighth's website
- Facebook
- Twitter
- Instagram
- TripAdvisor
- Pinterest
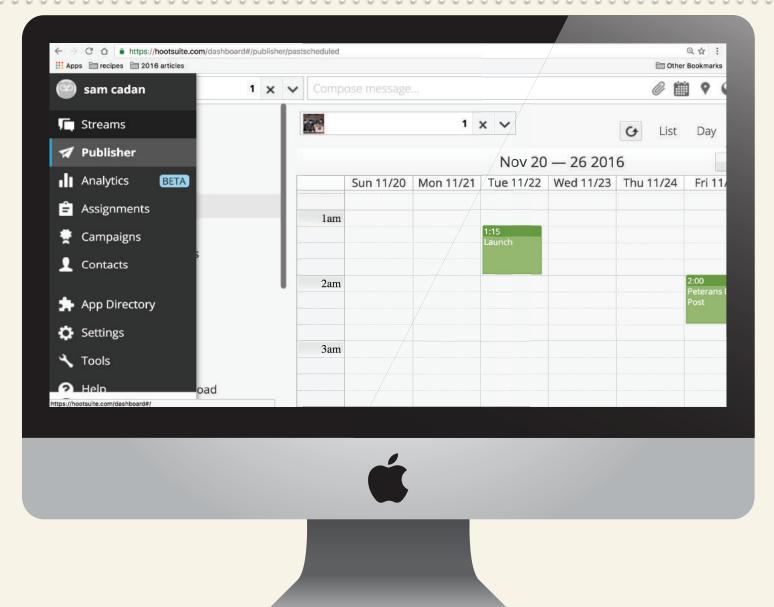
Introduce New Channels
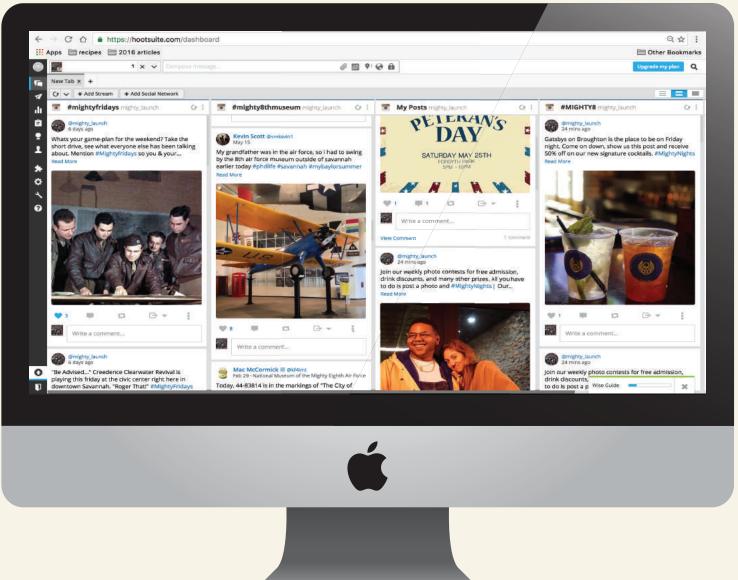
- Periscope
- GroupMe
- Snapchat

- Hire a full-time Social Media Manager

- Responsibilities:
  - Update current social media channels

  - Create a presence using new channels

  - Develop relationships with local and nation-wide influencers

Social Media Management Platform

- Monitor multiple social media streams
- Easily view analytics data

- Schedule posts in advance
- Follow and connect with influencers

Hootsuite™

- All-in-one social media management dashboard

- Social network integrations including: Twitter, Facebook, Instagram, LinkedIn, Google+, YouTube, etc.

Campaign Ideas

- Stories From the Past

- Mighty Nights photo contest

- # Mighty Nights

- Promotional discounts on Facebook

- Geotagging advertisements

- Snapchat stories

Campaign Ideas

Campaigns Developed

- Stories From the Past

- #Mighty Nights

A campaign located in downtown Savannah that uses current Savannah tours to deliver World War II facts.

- Provide incentives for tour guides to share cards promoting the museum

- Customers will be encouraged to take pictures and post them to the museum's social media feed

Storyboard
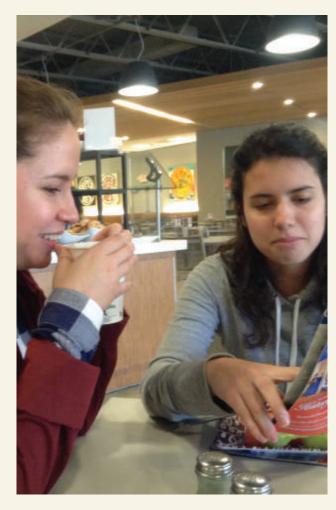
Sofia and Laura use a map to go to the Old Savannah Tour agency.

They sign up for a tour and meet their tour guide, Mike.

They learn interesting facts about World War II history. Mike gives them a museum card.
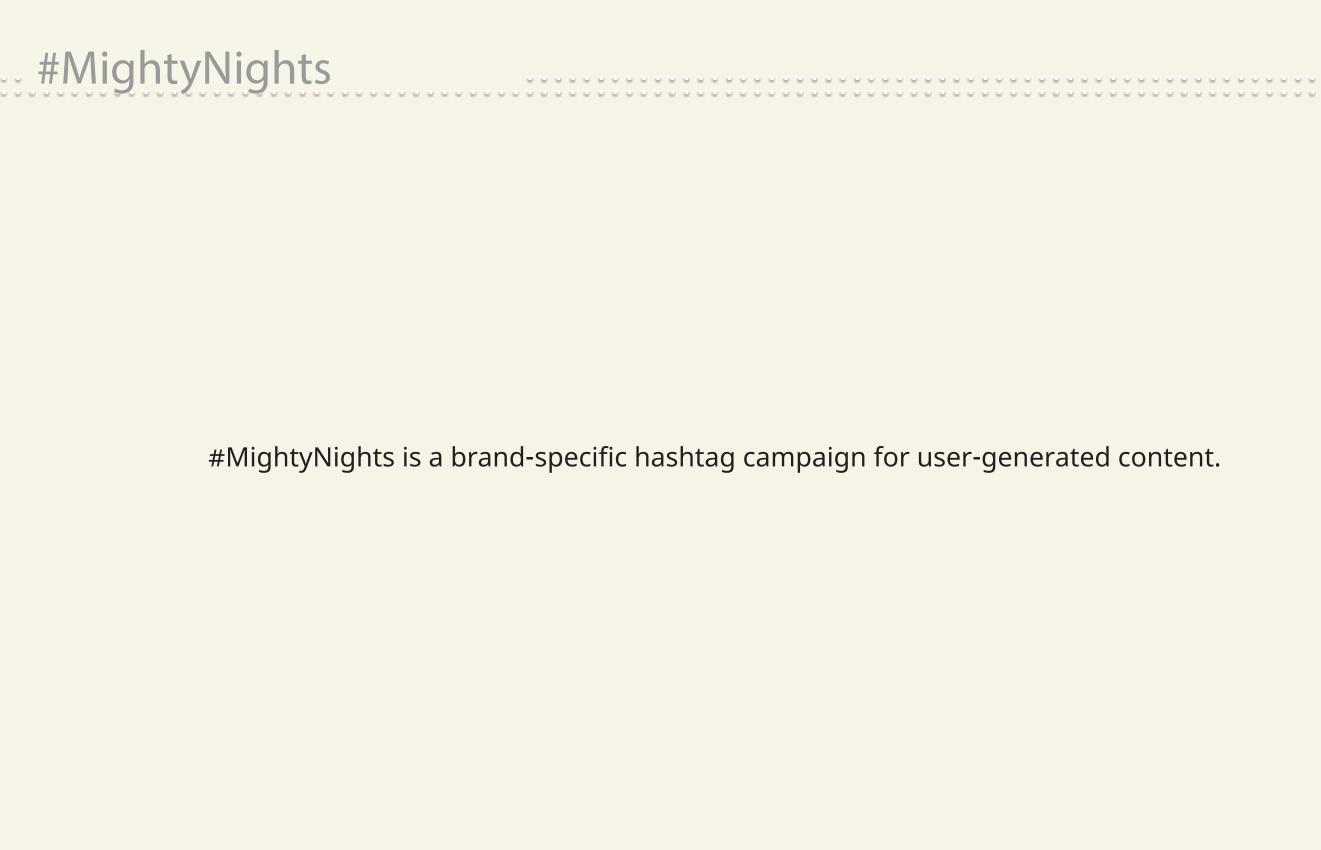
While eating out, they decide to buy tickets to visit the museum the following day.
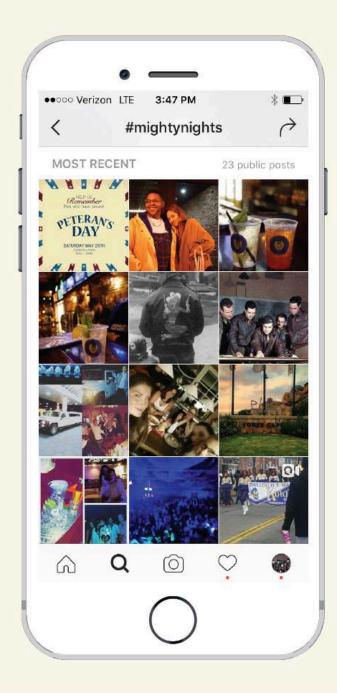
Implementation

- Integrate content relative to World War II within current tour paths

- Find tour agencies and tour guides willing to partner for this initiative

#MightyNights is a brand-specific hashtag campaign for user-generated content.
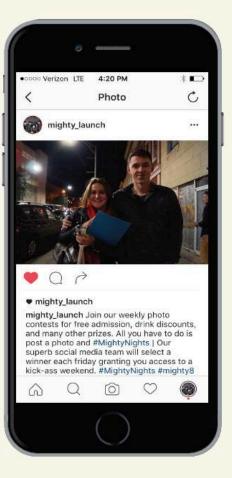
can we remove this extra #mightynights?
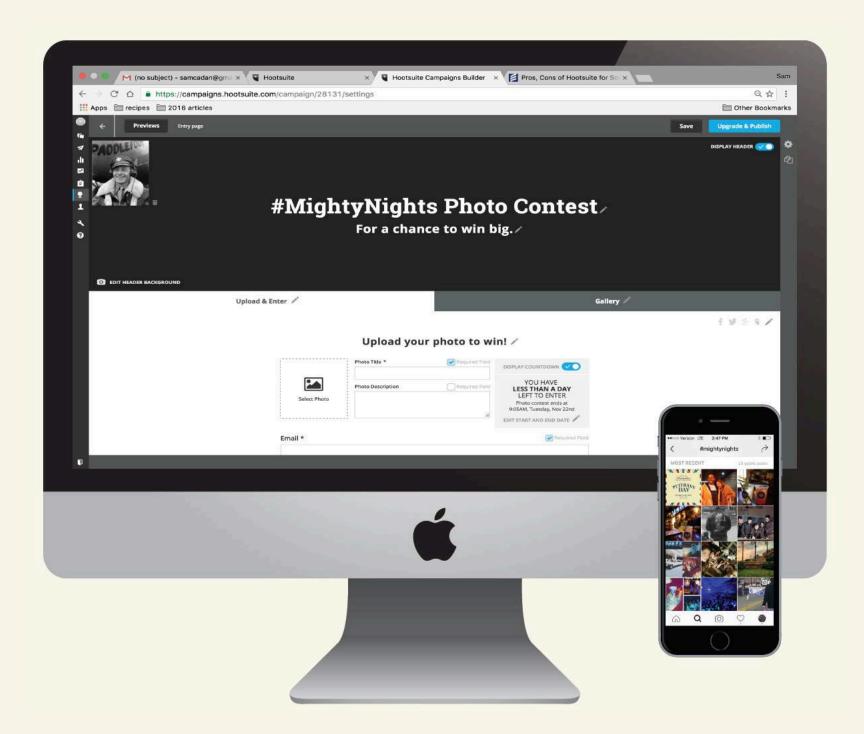
#MightyNights

Photo Contest
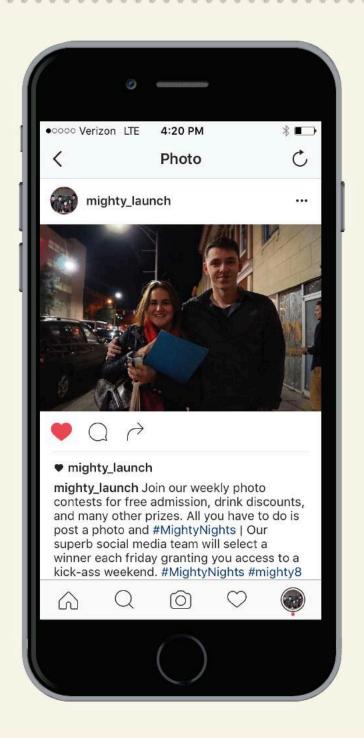
- On-brand photo contest created by and for Millennials

- One winner is selected on a weekly basis

- Prizes include ticket discounts and exclusive tours

Photo Contest
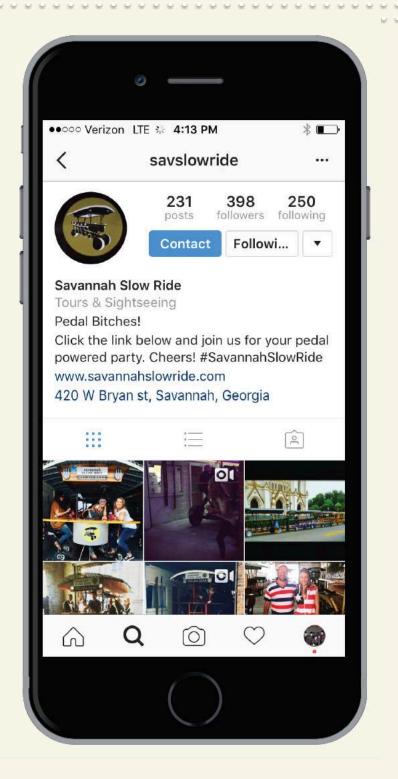
- Participants post a photo using the hashtag #MightyNights on Instagram or twitter.

Local Influencers

- Connecting and collaborating with local influencers will help attract a larger audience

- Influencers can include:
  - Savannah Slow Ride
  - Pub Crawlers

- Hire a Social Media Manager

- Periodically develop new campaigns to remain relevant

Use of Technology

change the colors

Audio Tour

Social Media

Social Media

Educational — Recreational

Double Tap

Double Tap

Peteran's Day

Lack of Technology

Making it Real

Discover

Define

Develop

Deliver

Implement

Engaging With Millennials

- Engaging with Millennials beyond the digital realm

- Millennials are looking for experience amenities

- Representing and connecting to Millennials within the museum

- Providing content that is relevant and relatable

Speak Their Language

- Communicating with Millennials using their channels is essential

- Going to their environment and inviting them to yours

- Conveying that you care about what they do

- Empower them to define what's relevant

Considerations Based on Best Practices

Feedback and Iteration

- Develop a minimum viable product based on the concepts provided
- Test a pilot version to receive feedback from customers
- Iterate based on feedback

Service Provider

- Attracts new visitors
- Generates awareness in using the appropriate channels of communication
- Creates new revenue streams
- Introduces new fundraising opportunities
- Keeps museum relevant
- Expands community outreach
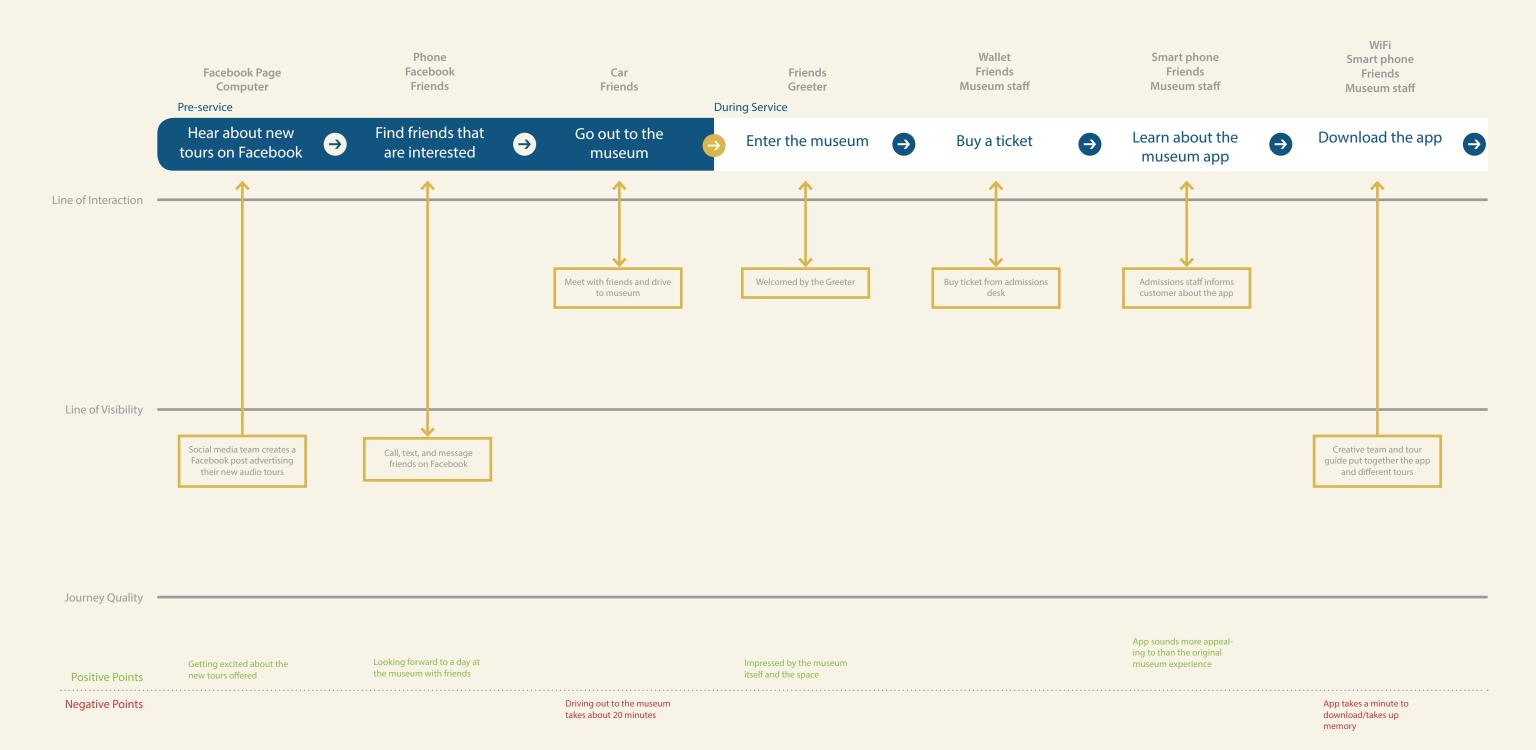
Service User
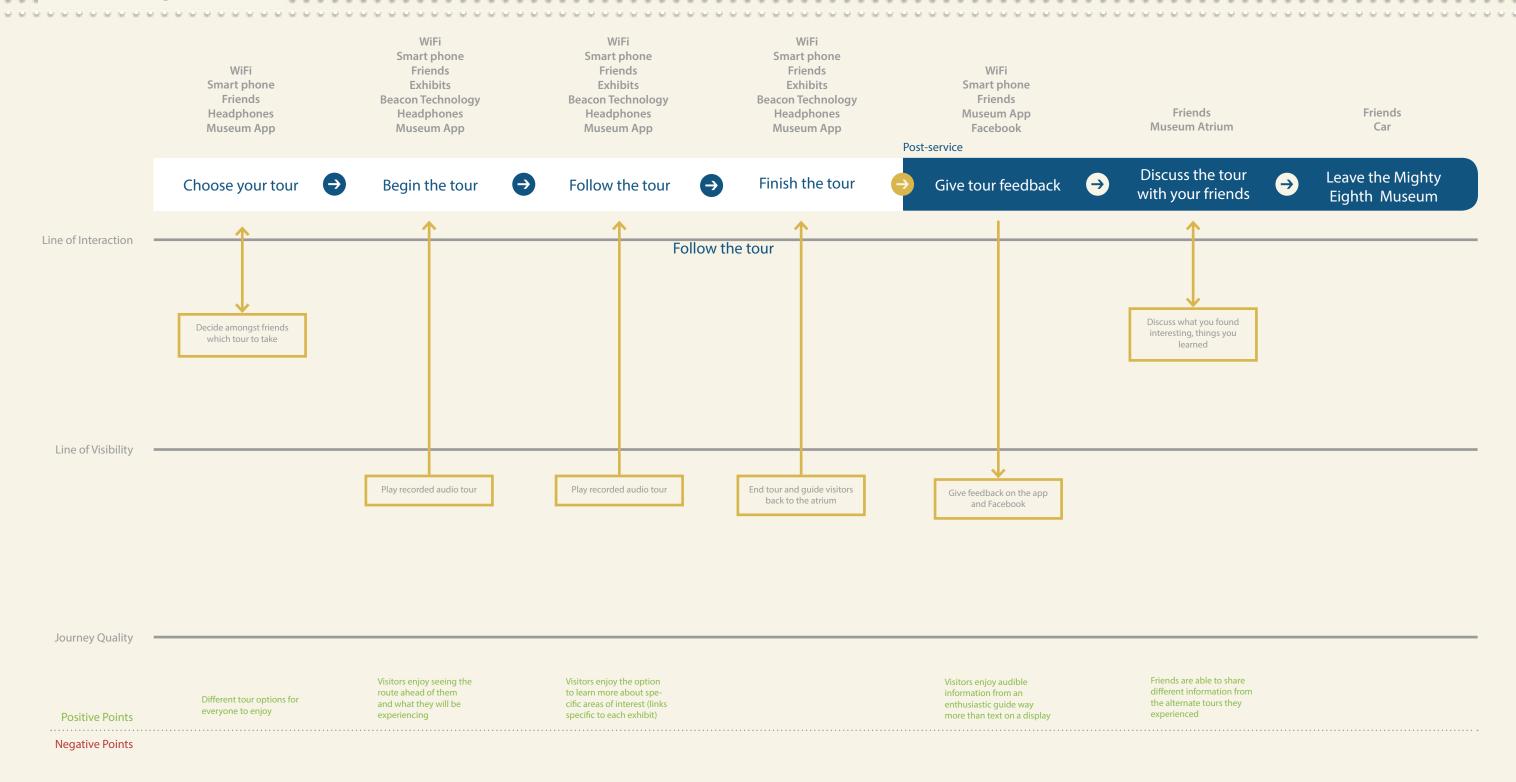
- Makes World War II more relatable by providing personal anecdotes
- New ways to interact with the museum and military community
- Appeals to all types of interests

Thank You!

Appendix

Audio Tour

Blueprint

| Facebook Page
Computer | Phone
Facebook
Friends | Car
Friends | Friends
Greeter | Wallet
Friends
Museum staff | Smart phone
Friends
Museum staff | WiFi
Smart phone
Friends
Museum staff |

Pre-service

During Service

| Hear about new tours on Facebook → | Find friends that are interested → | Go out to the museum → | Enter the museum → | Buy a ticket → | Learn about the museum app → | Download the app → |

Line of Interaction

Meet with friends and drive to museum

Welcomed by the Greeter

Buy ticket from admissions desk

Admissions staff informs customer about the app

Line of Visibility

Social media team creates a Facebook post advertising their new audio tours

Call, text, and message friends on Facebook

Creative team and tour guide put together the app and different tours

Journey Quality

Positive Points

Getting excited about the new tours offered

Looking forward to a day at the museum with friends

Impressed by the museum itself and the space

App sounds more appealing to than the original museum experience

Negative Points

Driving out to the museum takes about 20 minutes

App takes a minute to download/takes up memory

Blueprint

	WiFi	WiFi	WiFi		
	Smart phone	Smart phone	Smart phone		
	Friends	Friends	Friends	WiFi	
WiFi	Exhibits	Exhibits	Exhibits	Smart phone	
Smart phone	Beacon Technology	Beacon Technology	Beacon Technology	Friends	Friends	Friends
Friends	Headphones	Headphones	Headphones	Museum App	Museum Atrium	Car
Headphones	Museum App	Museum App	Museum App	Facebook		
Museum App						

Post-service

| Choose your tour → | Begin the tour → | Follow the tour → | Finish the tour → | Give tour feedback → | Discuss the tour with your friends → | Leave the Mighty Eighth Museum |

Line of Interaction

Follow the tour

Decide amongst friends which tour to take

Discuss what you found interesting, things you learned

Line of Visibility

Play recorded audio tour

Play recorded audio tour

End tour and guide visitors back to the atrium

Give feedback on the app and Facebook

Journey Quality

Visitors enjoy seeing the route ahead of them and what they will be experiencing

Visitors enjoy the option to learn more about specific areas of interest (links specific to each exhibit)

Visitors enjoy audible information from an enthusiastic guide way more than text on a display

Friends are able to share different information from the alternate tours they experienced

Different tour options for everyone to enjoy

Positive Points

Negative Points

Peteran's Day

Blueprint

Line of Interaction

Line of Visibility

Journey Quality

Positive Points

Negative Points

Pre-service

See ad at pet store → Google event → Goes to Museum Website → Tells friends about the event → Buys ticket → Completes optional profile → Posts donation link to social media → Calls an Uber into downtown Savannah → Notices billboard for event →

During Service

Arrives at Forsyth → Enters the event → Meets friends → Buys food, raffle tickets, and dog treats → Watches the opening ceremony → Watches the competition → Picks up dog poop → Enters raffle → Buys some alcohol → Takes a photo with his/her pet → Goes to the bathroom → Makes some new friends → Bids in the silent auction for a replica jacket → Wins one of the raffles → Listens for the auction winners →

Post-service

Calls another Uber home → Shares pictures of the event on social media → Gets a follow up email about friends donations

Blueprint

Pre-service

Computer/phone
Internet
Credit/Debit Card
Purchasing platform
Email
Printer

Computer/phone
Internet
Donation Link
Facebook
Instagram
Twitter
Snapchat

Computer/phone
Internet
Credit/Debit Card
Uber App
Car

Computer/phone
Internet
Google

Computer/phone
Social Media
Messaging platform

Computer/phone
Internet
Camera

Pet store
Museum advert

Computer/phone
Internet

| See ad at pet store → | Google event → | Goes to Museum Website → | Tells friends about the event → | Buys ticket → | Completes optional profile → | Posts donation link to social media → | Calls an Uber into downtown Savannah → | No |

Line of Interaction

| Pet shop employee | Google Search results | Internet browser | Friends | Internet browser | Internet browser | Social Media platform | Smartphone | Ube |

| | | Museum website | | | | | | |

Line of Visibility

| Museum graphic designer | | Museum database | Social media platform | Museum website | Donation platform | Friends | Uber app | Mu |

| | | Museum web admin | Friends on social media | Payment system | | Donation platform | Payment system | |

| | | | | | | | Uber driver | |

Journey Quality

Positive Points
Visually appealing/pretty advertisement

Visually appealing/pretty website

Relatively cheap ticket

Negative Points
Have to pay for an Uber ride from Pooler into downtown Savannah

Blueprint

Phone/Camera
Internet
Pet
Other participants
Raffle tickets
Food trucks
Money
Dog treats
Sponsored vendors

Phone/Camera
Internet
Pet
Other participants
Food
Microphone
Speakers
Honorary pet

Phone/Camera
Internet
Pet
Other participants
Food
Pet toys
Obstacle course

Phone/Camera
Internet
Pet
Other participants
Food
Pet sanitation station
Pet poop bag

Phone/Camera
Internet
Pet
Other participants
Raffle tickets
Raffle table
Pens
Collection box

Phone/Camera
Internet
Event ticket
Pet
Car

Phone/Camera
Internet
Event ticket
Pet

Phone/Camera
Internet
Pet
Other participants

Car
Highway
Billboard

During Service

to
ah

Notices billboard for event →

Arrives at Forsyth →

Enters the event →

Meets friends →

Buys food, raffle tickets, and dog treats →

Watches the opening ceremony →

Watches the competition →

Picks up dog poop →

Enters raffle

Uber driver	Other participants	Other participants	Friends	Event Staff	Presenter/Speaker	Presenter/Speaker		Event Staff
	Uber driver	Event greeter		Vendor	Other participants	Other participants		Other participants

Museum graphic designer

Security, Janitors, and Sanitation are present throughout a majority of the "during" service.

IT

IT

Event Coordinator

Various different vendors to browse

A lot of options for food and drink

Finally gets to experience a food truck in Savannah

Appreciates the ceremony dedicated to the service dogs in the area

Appreciates the close by pet sanitation stations

If you're driving alone, parking is difficult to find around Forsyth

Too many people in line for the food

Didn't expect an entry fee if you want your dog to compete in the event

It's never fun picking up dog poop

Blueprint

Phone/Camera
Internet
Pet
Other participants
Raffle tickets
Raffle table
Pens
Collection box

Phone/Camera
Internet
Pet
Other participants
Alcohol
Bar
Wristband
Seating area

Phone/Camera
Internet
Pet
Dedicated camera
Photo booth
Photographer
Photo database

Pet holding station
Porta-potty
Toilet paper
Sanitation workers

Phone/Camera
Internet
Pet

Phone/Camera
Internet
Pet
Auction Items
Auction bid sheet
Pens
Bank account app

Phone/Camera
Internet
Pet
Raffle item
Microphone
Speakers

Phone/Camera
Internet
Pet
Auction items
Microphone
Speakers

Phone
Internet
Credit/Debit card
Pet
Uber app
Car

Post-service

→ | **Enters raffle** → | **Buys some alcohol** → | **Takes a photo with his/her pet** → | **Goes to the bathroom** → | **Makes some new friends** → | **Bids in the silent auction for a replica jacket** → | **Wins one of the raffles** → | **Listens for the auction winners** → | **Calls another Uber home** → | **Sh eve**

| Event Staff | Bartender | Photographer | Pet Accommodation Staff | Friends | Event Staff | Presenter/Speaker | Presenter/Speaker | Smartphone |

| Other participants | | | | Other Participants | Other participants | Event Staff | Event Staff |

Other Participants

| | | | | | | | | |
| Alcohol Suppliers | Photo Hosting Service | | Social Media | Replica Doners | IT | IT | Uber app |

Payment system

Uber driver

Didn't expect alcohol at an event like this

Happy to be able to save a memory with his/her pet

Doesn't have to worry about where to put his/her pet while using the toilet

The line can get long

Porta-potties are in an isolated area of the event

Has to pay for another Uber ride home

Blueprint

Phone/Camera
Internet
Pet
Auction Items
Auction bid sheet
Pens
Bank account app

Phone/Camera
Internet
Pet
Raffle item
Microphone
Speakers

Phone/Camera
Internet
Pet
Auction items
Microphone
Speakers

Phone
Internet
Credit/Debit card
Pet
Uber app
Car

Phone/Computer
Camera
Internet
Photos
Facebook
Instagram
Twitter
Snapchat

Phone/Computer
Internet
Commemorative brick

...holding station
...Porta-potty
...Toilet paper
...itation workers

Phone/Camera
Internet
Pet

Post-service

...oes to the
...athroom

*Makes some new
friends*

*Bids in the silent auction
for a replica jacket*

*Wins one of
the raffles*

*Listens for the
auction winners*

*Calls another
Uber home*

*Shares pictures of the
event on social media*

*Gets a follow up email
about friends donations*

...commodation Staff

Friends

Event Staff

Presenter/Speaker

Presenter/Speaker

Smartphone

Smartphone

Email Client

Other Participants

Other participants

Event Staff

Event Staff

Social Media platform

Other Participants

Social Media

Replica Doners

IT

IT

Uber app

Friends

Donation platform

Payment system

Photo Hosting Service

Museum Staff

Uber driver

Friends

...ave to worry
...ere to put his/her
...ising the toilet

...ties are in an
...rea of the event

Has to pay for another Uber
ride home

Surprised he/she gets a
commemorative mention
at the museum for raising a
lot of money for the Mighty
Eighth museum

Blueprint

Physical Evidence (top row by stage):

- Car / Highway / Billboard
- Phone/Camera / Internet / Event ticket / Pet / Car
- Phone/Camera / Internet / Event ticket / Pet
- Phone/Camera / Internet / Pet / Other participants
- Phone/Camera / Internet / Pet / Other participants / Raffle tickets / Food trucks / Money / Dog treats / Sponsored vendors
- Phone/Camera / Internet / Pet / Other participants / Food / Microphone / Speakers / Honorary pet
- Phone/Camera / Internet / Pet / Other participants / Food / Pet toys / Obstacle course
- Phone/Camera / Internet / Pet / Other participants / Food / Pet sanitation station / Pet poop bag
- Phone/Camera / Internet / Pet / Other participants / Raffle tickets / Raffle table / Pens / Collection box

During Service

Customer Actions (stages):

| Notices billboard for event | → | Arrives at Forsyth | → | Enters the event | → | Meets friends | → | Buys food, raffle tickets, and dog treats | → | Watches the opening ceremony | → | Watches the competition | → | Picks up dog poop | → | Enters raffle |

Frontstage / Onstage contact:

- Uber driver
- Other participants
- Other participants → Event greeter
- Friends
- Event Staff → Vendor
- Presenter/Speaker → Other participants
- Presenter/Speaker → Other participants
- Event Staff → Other participants

Backstage:

- Museum graphic designer
- Security, Janitors, and Sanitation are present throughout a majority of the "during" service.
- IT
- IT / Event Coordinator

Positive experiences (green):

- Various different vendors to browse
- A lot of options for food and drink
- Finally gets to experience a food truck in Savannah
- Appreciates the ceremony dedicated to the service dogs in the area
- Appreciates the close by pet sanitation stations

Negative experiences (red):

- If you're driving alone, parking is difficult to find around Forsyth
- Too many people in line for the food
- Didn't expect an entry fee if you want your dog to compete in the event
- It's never fun picking up dog poop

Double Tap

Blueprint

Pre-service

During Service

Facebook
Laptop

Cellphone

Website
Credit Card
Confirmation e-mail
Laptop

Car
Friends
Cellphone
Wallet & Bag

Cellphone
Wallet & Bag
Friends
Other participants

Tourguide
ID
Friends
Wallet & Bag
Cellphone
Other participants

| 21st Birthday → | Finds event on Facebook → | Calls friends → | Reservation → | Meets up with friends → | Arrive at World of Beer → | Check-in → |

Line of Interaction

Friends

Friends

Friends
Other participants

Friends
Other participants
Tour guide

Line of Visibility

Social media team creates event

Museum creates website for reservations and payments

Tour guide prepares all required material for up-coming pub crawl, paper, pen, stamps and cups

Journey Quality

Excitement for 21st birthday

Friends agree to Pub Crawl

Positive Points

Negative Points

Paying for an Uber downtown

Line to check-in

Blueprint

Stamp
Tourguide
Cellphone
Wallet & Bag
Friends
Other participants

Tourguide
Cellphone
Friends
Mighty Cup

Cellphone
Friends
Other participants
Mighty Cup

Tourguide
Cellphone
Friends
Mighty Cup
Paper
Pen

Bartender
Friends
Mighty Cup

Tourguide
Friends
Other participants
Mighty Cup

Tourguide
Friends
Mighty Cup
Paper
Pen

| Get handstamp → | Get Mighty Cup → | Wait for event to start → | Receive instructions and material → | Get drinks → | Shout out team name → | Compete in first round of questions → |

Friends
Other participants
Tour guide

Friends
Tour guide

Friends
Other participants

Friends
Tour guide
Other participants

Friends
Bartender

Friends
Tour guide
Other participants

Friends
Tour guide
Other participants

Bartender mixes drinks

Enjoys new specialty drinks

Line to get drinks

Too much noise

Blueprint

Tourguide
Friends
Mighty Cup
Paper
Pen

Tourguide
Friends
Mighty Cup
Wallet & Bag
Cellphone
Paper
Pen

Friends
Mighty Cup
Wallet & Bag
Cellphone

Tourguide
Voucher
Friends
Mighty Cup
Cellphone

Tourguide
Voucher
Friends
Mighty Cup
Cellphone
Camera

Voucher
Friends
Bartender
Mighty Cup
Cellphone

Friends
Mighty Cup
Cellphone
Social Media

Facebook
Laptop

Post-service

| Submit answer to tour guide → | Move onto subsequent bars → | Pub crawl ends → | Winner receives prize → | Get picture taken for winning → | Buy drinks → | Post photos on Social Media → | Post feedback on Facebook |

Friends
Tour guide

Friends
Tour guide
Other participants

Friends
Tour guide
Other participants

Friends
Tour guide

Friends
Tour guide

Friends
Bartender

Tour guide tally's points

Bartender mixes drinks

Social media team creates event and feedback channel

Wins first round

Win pub crawl trivia night

Want more questions

Service Encounter Map

Double Tap - Overall

Before

Post feedback on Facebook

Post photos on social media

Buy drinks with voucher

After

Get picture taken for winning

Winner receives prize

Pub Crawl ends

Bonus round at Bar Bar

Move onto subsequent bars

Answer following questions for first round

Submit answer to tour guide

Answer first question

Team shouts out name

Get drinks

Receive instructions and materials

Wait for event to start

Get Mighty Cup

Get handstamped

Check-in

Arrive at World of Beer

During

Meets up with friends

Reservation

Calls friends

Finds event on Facebook

21st Birthday

Service Encounter Map

Double Tap - Social Club

Get drink

Arrive at Molly McPhearsons

Walk to Molly McPhearsons

Before

After

Leave World of Beer

Arrive at Gatsby's

Get drinks

Leave Social Club

Compete in second round of questions

Answer questions

Leave Gatsby's

Receive last three questions

During

Sits back down

Run up to tour guide with answer

Arrive at Social Club

Write down answer

Receive second question

Get drinks

Sits back down

Get situated

Run up to tour guide with answer

Are told they have to switch up one team member with another team specifically for this round

Write down answer

Switch team members

Receive first question

Service Encounter Map

Double Tap - Tour Guide

Before

- Arrives at Molly McPhearsons
- Prepares materials for night's event
- Arrives at World of Beer with enough time to set up

During

- Greets participants
- Checks participants in
- Stamps participants' hands
- Gives Mighty Cup to specific participants
- Collects team rosters and hands out materials
- Gives instructions to participants and explains bonus round and bonus point options
- Asks teams to scream out their team names as an icebreaker
- Asks first question
- Receives first answer from each team
- Asks second question
- Receives second answer from each team
- Asks third question
- Takes photographs of each team throughout event
- Receives third answer from each team
- Asks fourth question
- Receives fourth answer from each team
- Asks fifth and last question
- Receives fifth answer from each team
- Tallys up all answers from each team
- Announces leaderboard
- Reminds team next bar and makes sure everyone is on their way to Molly McPhearsons

After

Audio Tour

- Update the museum's Wi-Fi technology
- Install beacon technology that will allow the audio to play when you walk up to the exhibit
- Curate the information for all of the different tours
- Hire a company to create the mobile app
- Promote the app on social media and in the museum
- Update the app periodically when new exhibits are installed or special events are held

Peteran's Day

- Create a contact list of the event committee members and their roles

- Determine the event details including: date, time, location, and other entities needed

- Determine the equipment needed, including: presentation, logo, invitations, physical equipment

- Create an outline of the day's events.

- Get the necessary permits and establish partners of the event

- Produce the Mighty Cup and other small merchandise

- Hire tour guides

- Establish partnerships with bars in the downtown Savannah area to host the pub crawl and feature signature drinks

- Hire a Social Media Manager

- Create a calendar of events and offerings to launch to the public

- Dashboard Cost: $99.99 per month

- Dashboard includes:
    - 4-10 users
    - Manage 25 social media accounts
    - Data and analytic reports