



## SERVICE PACKAGE PRESENTATION

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# SCAD

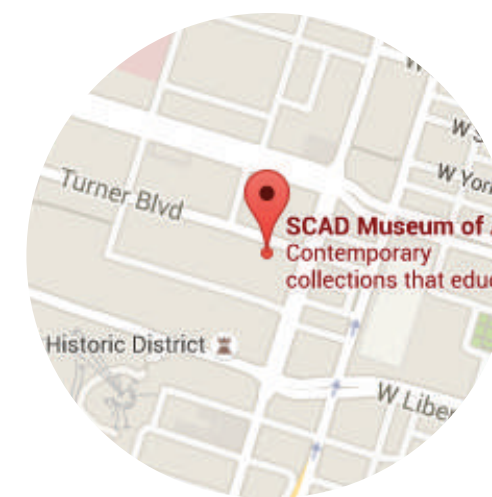
MUSEUM OF ART

## Hours of Operations:

Monday: Closed  
Tuesday: 10 am - 5 pm  
Wednesday: 10 am - 5 pm  
Thursday: 10 am - 8 pm  
Friday: 10 am - 5 pm  
Saturday: Noon - 5 pm  
Sunday: Noon - 5 pm

## Phone Number:

(912) 525-7191



## Location:

601 Turner Blvd, Savannah, GA 31401





SCAD  
Professors

SCAD  
MoA  
Employees



Future  
SCADlings

Tourists



SCAD  
Students

Artists  
(To install  
their work)

## Typical Museum Activities

Classes

Exhibitions

Grabbing food

Interactive table

Job training (IOA / RA

Lectures / Workshops

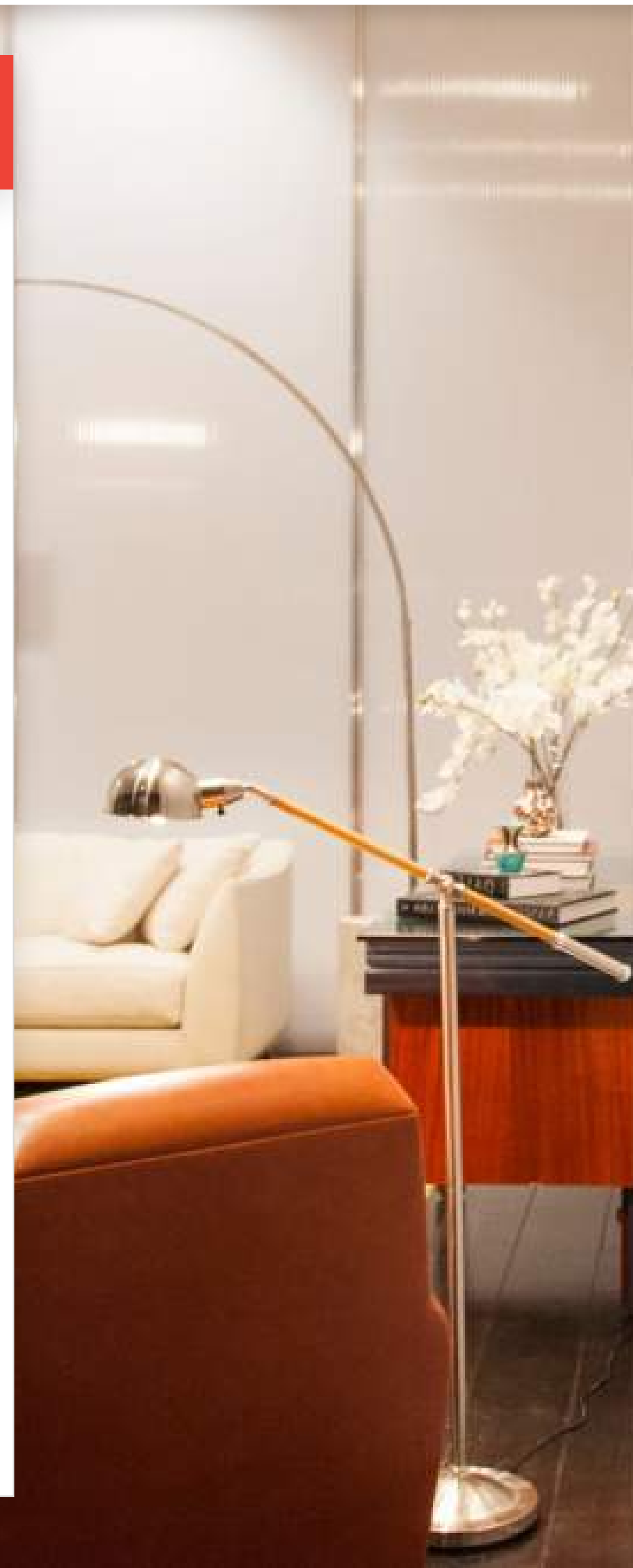
Museum Tours

Orientation (Winter & Spring)

SCAD Tours

Studying

Taking a break







## Museum Environment

Classy

Modern

Clean

Open

Bright

Versatile

Quiet

Studio

Collaborative (CLC Building)



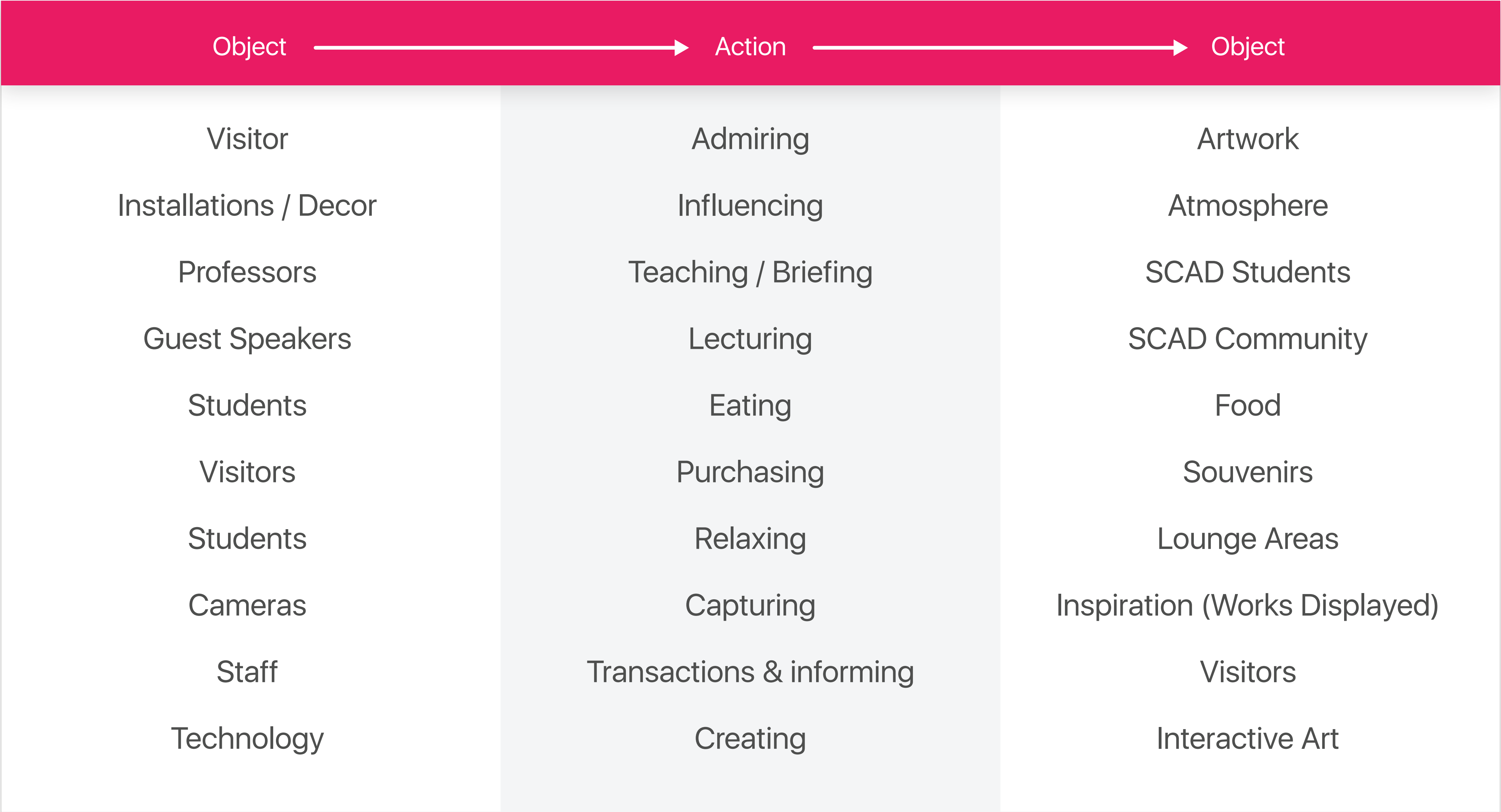


Objects Within the Museum

- |                    |                        |
|--------------------|------------------------|
| Apparel            | Modular Lights         |
| Back Check-In      | Notebook / Sketchbook  |
| Bathrooms          | Outside Display Cases  |
| Books              | Patio                  |
| Cafe               | Phones / Cameras       |
| Cafe Cashier       | SCAD ID Scanner        |
| Chairs             | Sculptures             |
| Classrooms         | Speakers               |
| Computers          | Stairs                 |
| Decorations        | Stationary             |
| Drinking Fountains | Student Work           |
| Elevator           | Tables                 |
| Food               | Tablets                |
| Framed Artwork     | Theater / Lecture Hall |
| Front Desk         | Trash Cans             |
| Interactive Table  | Video / Projection     |
| Laptops            |                        |









Why did you come to the museum? \_\_\_\_\_

What are you expecting? \_\_\_\_\_

What are your past experiences with museums? \_\_\_\_\_

You are a

☐ Tourist

☐ Student

How much do you enjoy art?

1

2

3

4

5

Not so muchI love it!

Are you coming back?

☐ Definitely

☐ Not likely

Was your experience personally stimulating?

☐ Yes

☐ No

What’s your age?

\_\_\_\_\_

Did you come to the museum during your free time or was it for an event?

☐ Free time

☐ Event

Was this trip voulentary or invoulentary?

☐ Voulentary

☐ Invoulentary

How did you get here?

☐ Bus Walking

☐ Bike Car

☐ Other

When was your last visit? (Skip if it’s your first time here)

\_\_\_\_\_ Months / Years ago

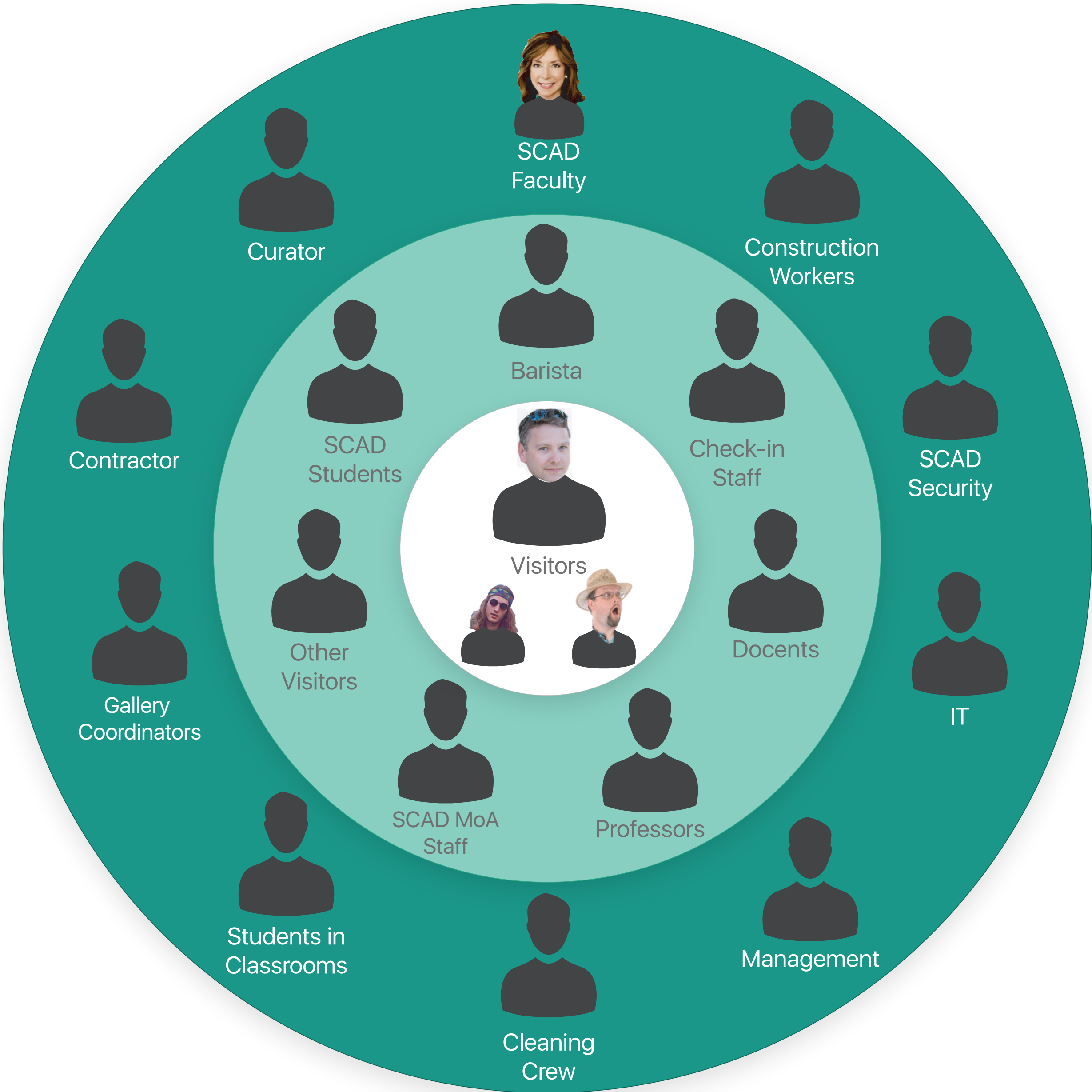
Do you typically enjoy museums?

☐ Yes

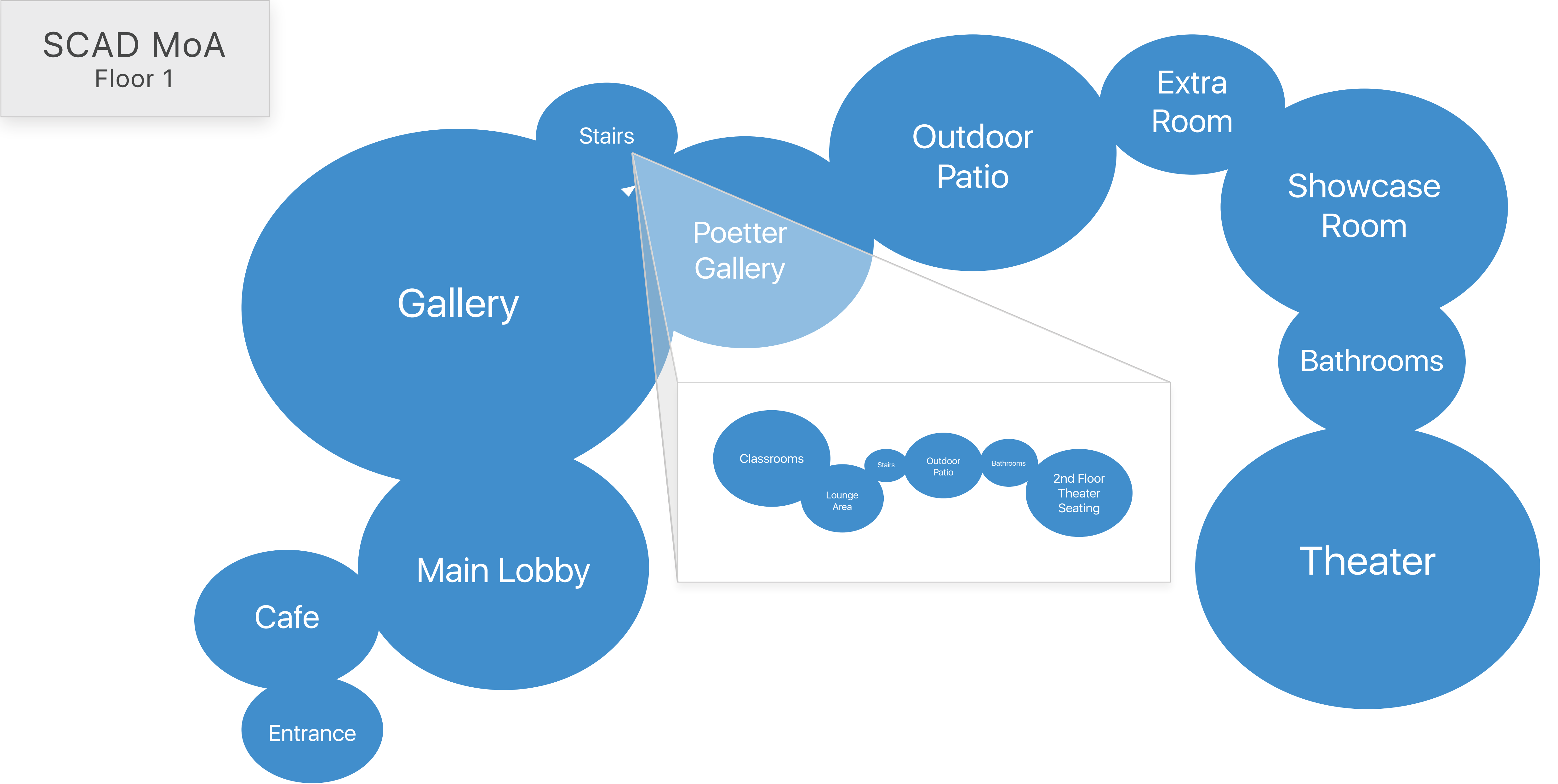
☐ No



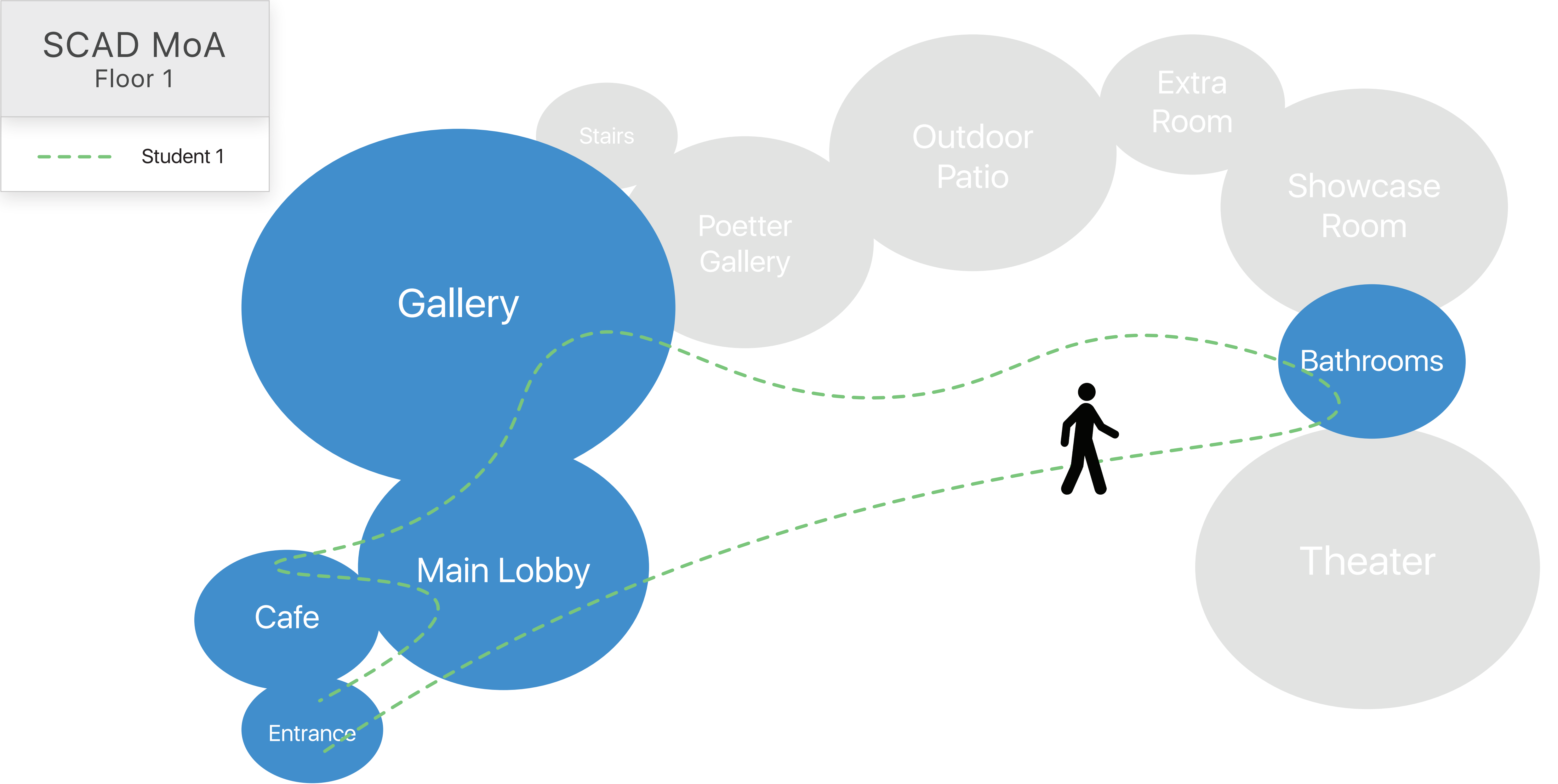




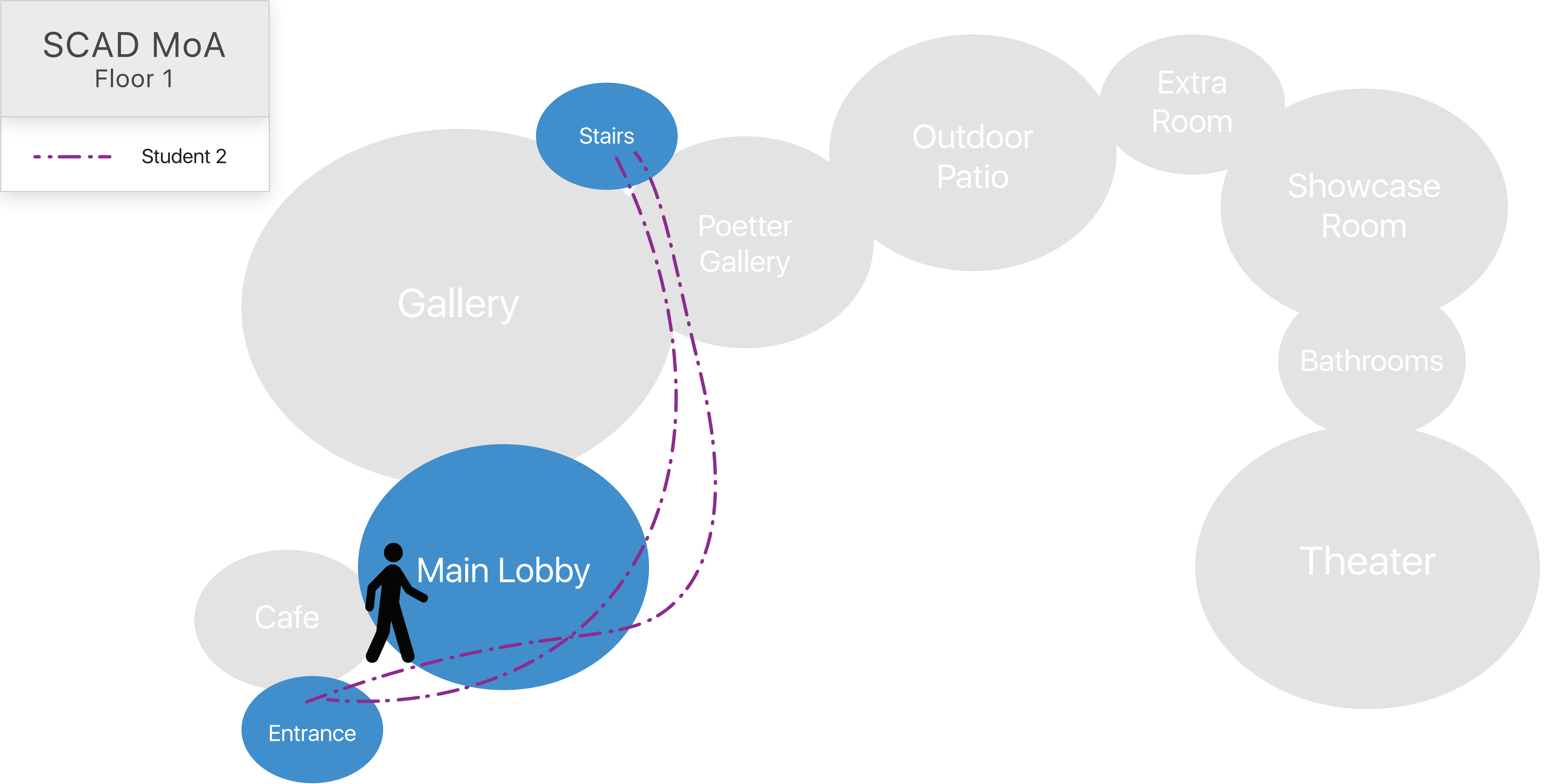




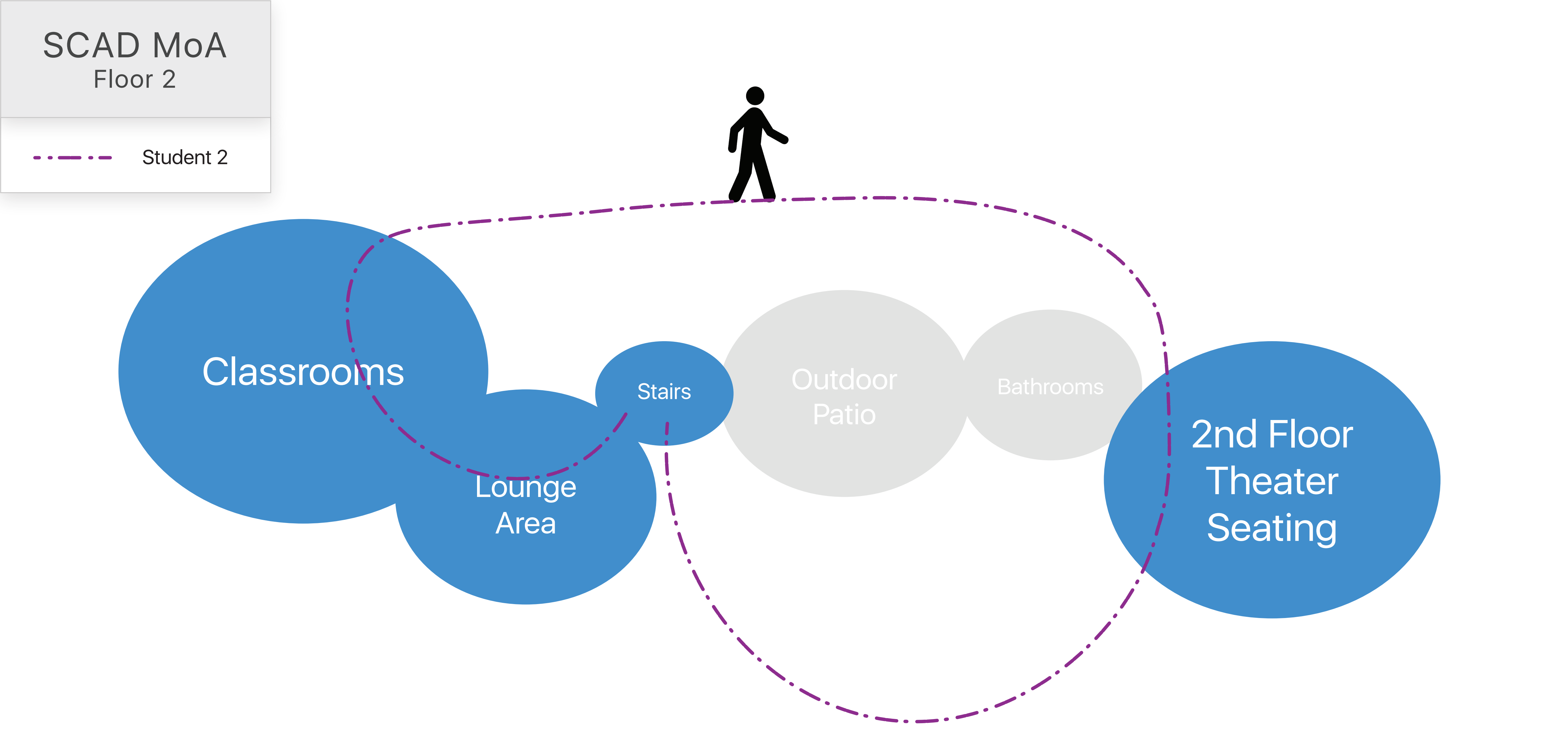




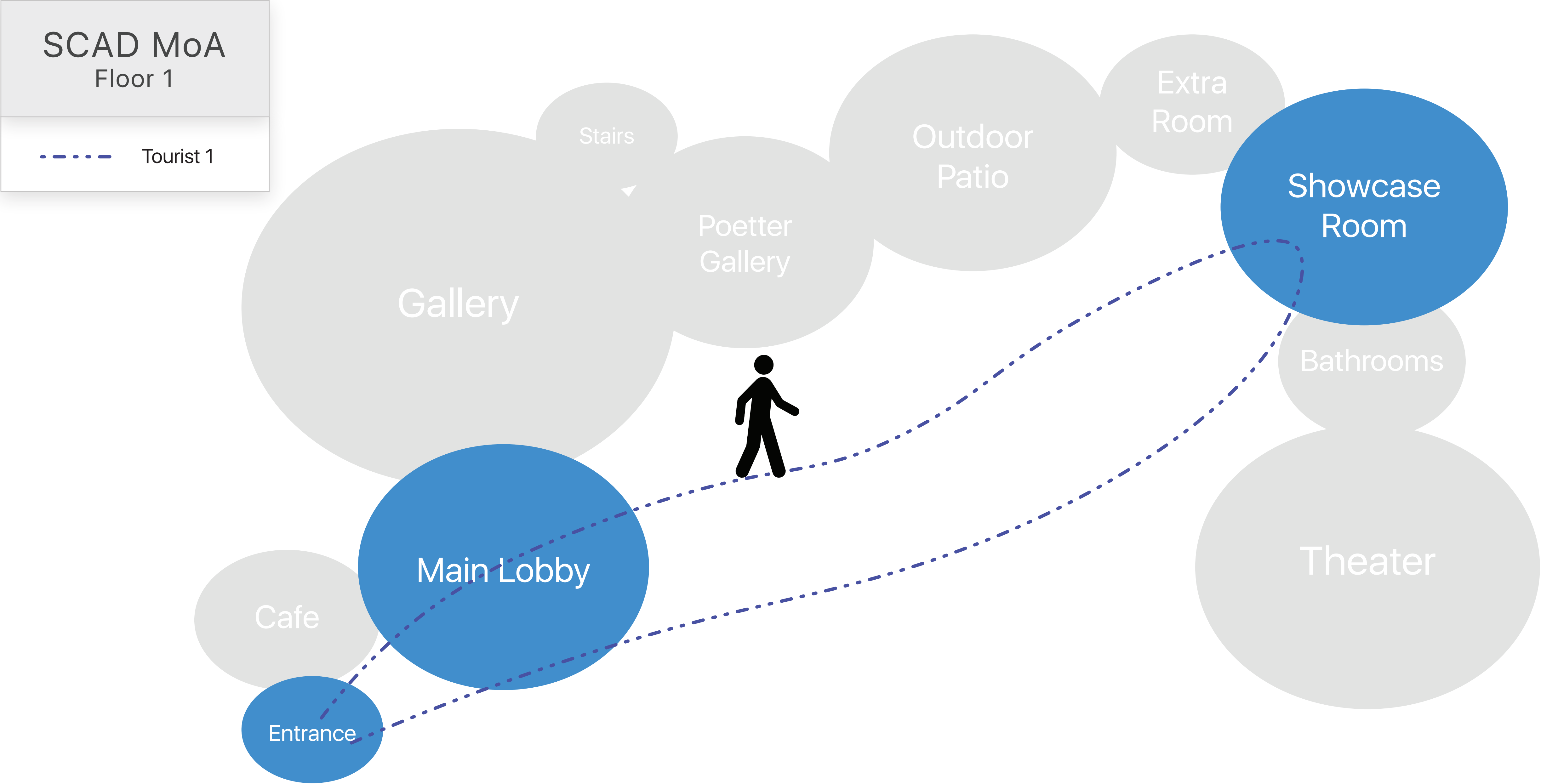




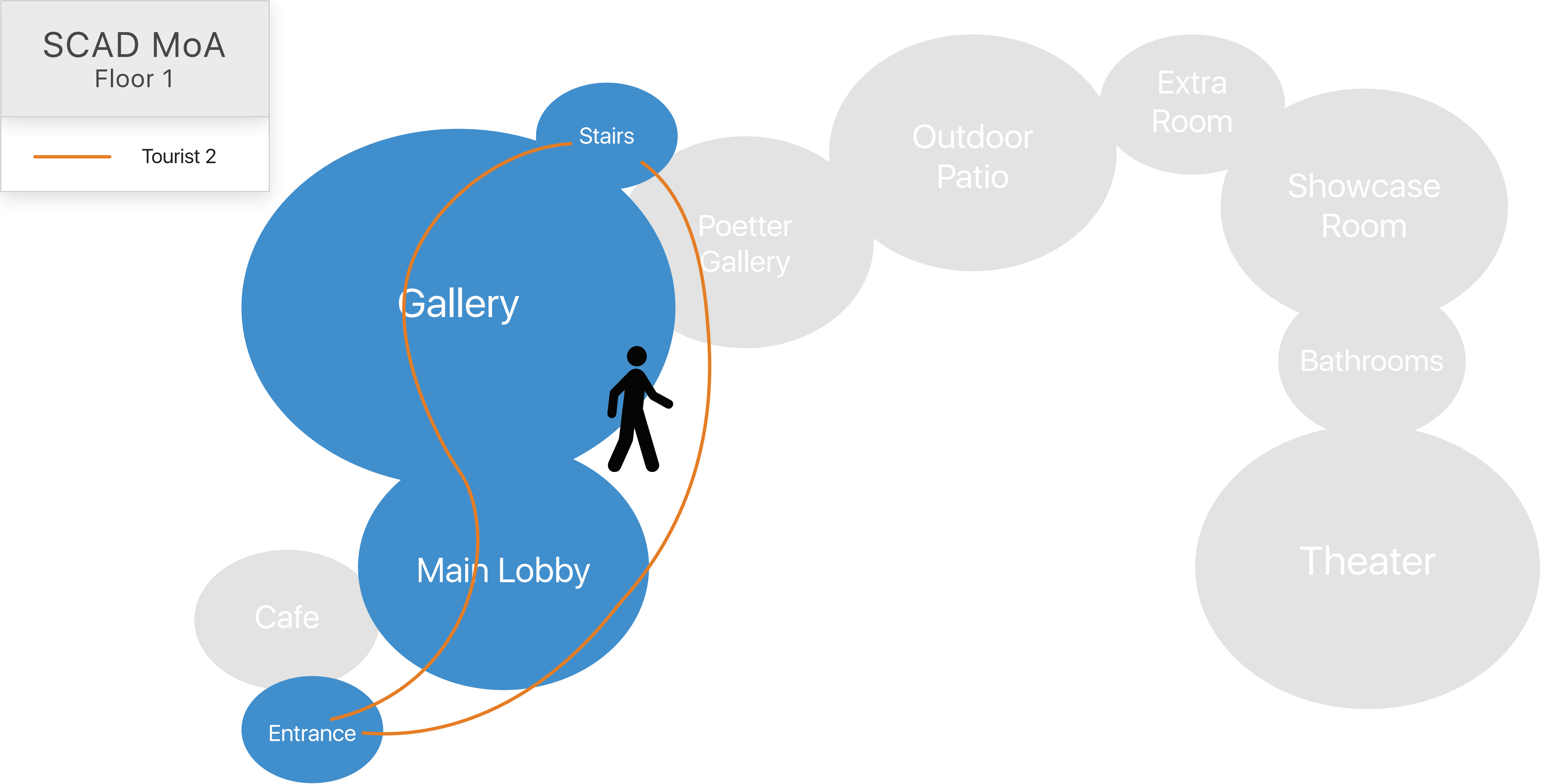










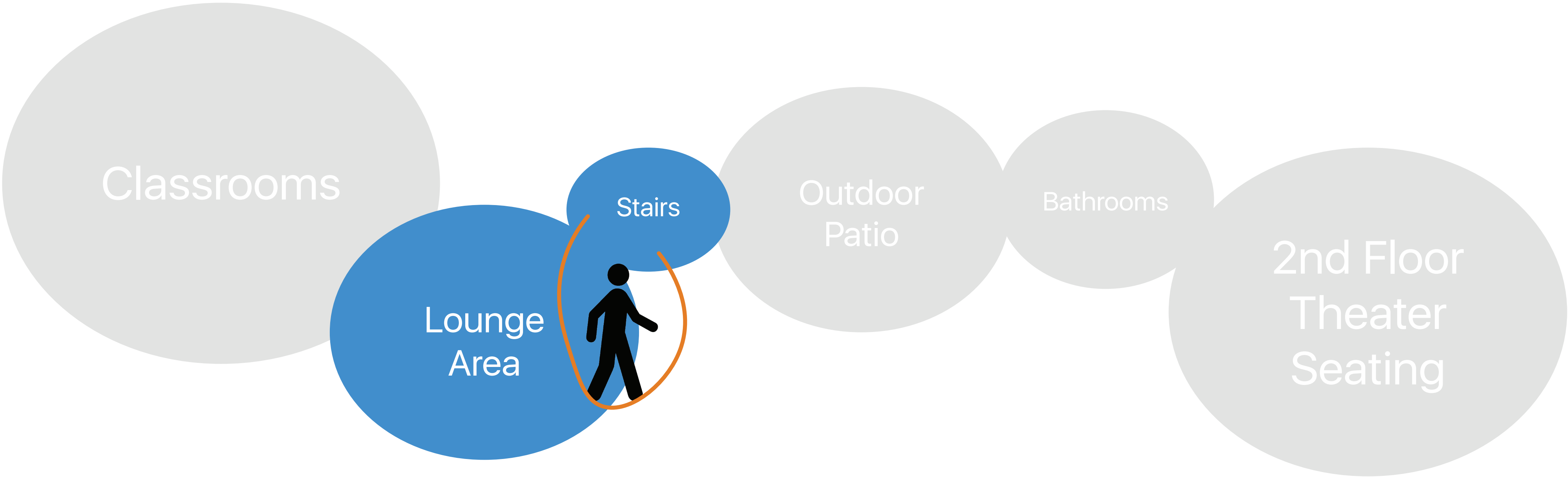




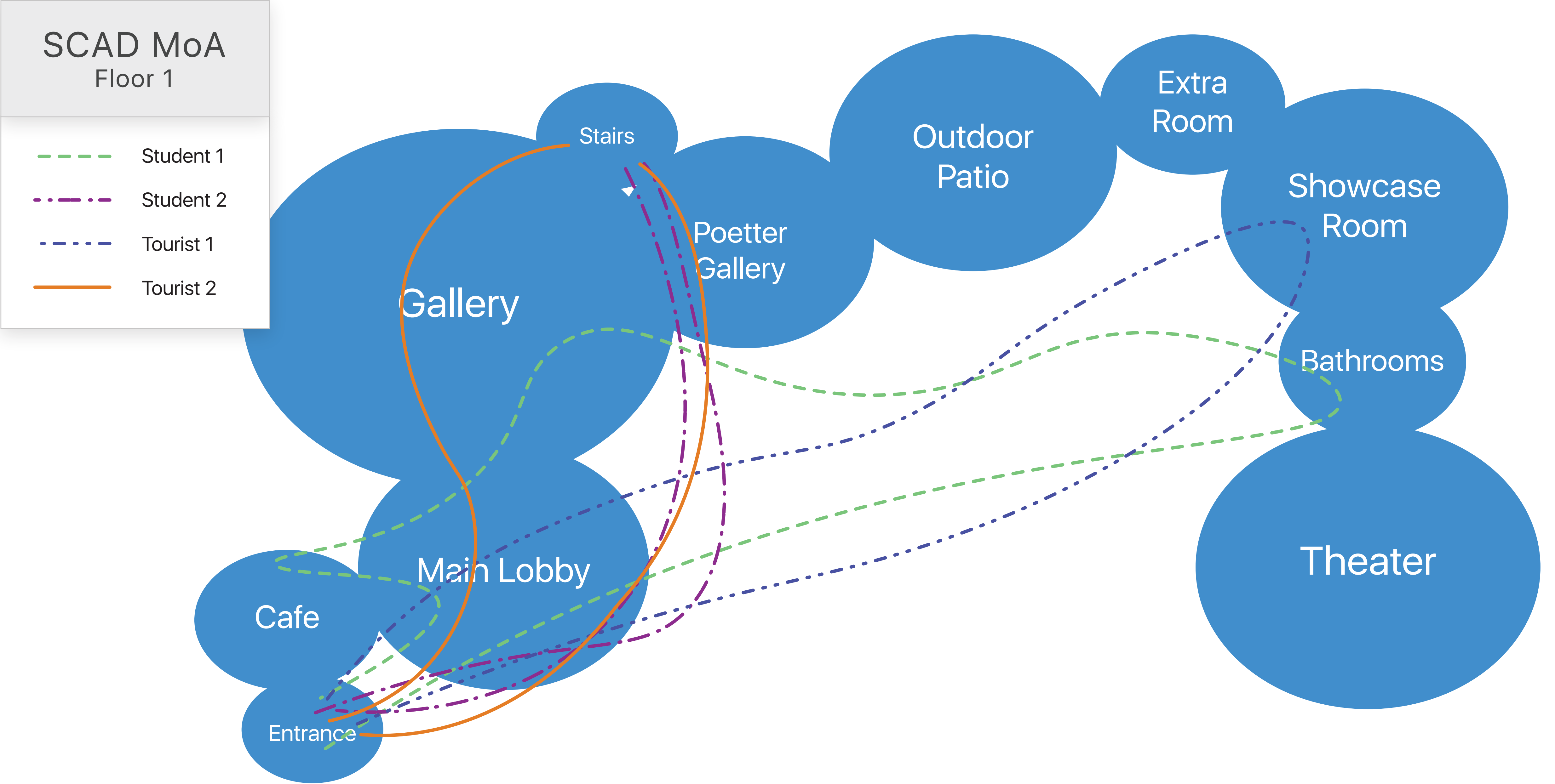
SCAD MoA

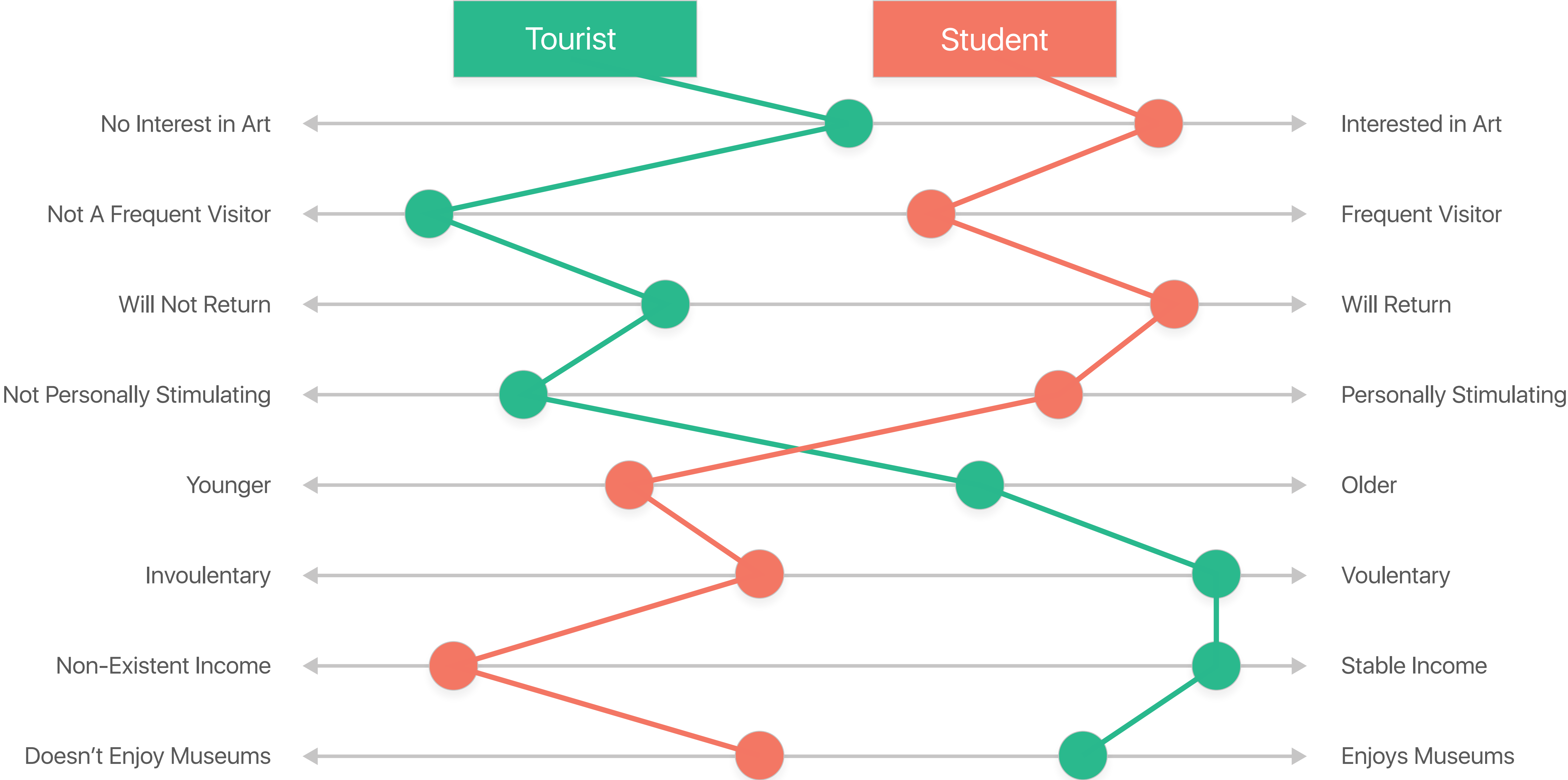
Floor 2

Student 2











## Students



- On SCAD campus
- Free / Discounted
- Private and lounge areas
- Classes on site
- Visual inspiration

*"I'm really only here because of class."*

SCAD MoA was partially put into place to serve as a visual art space to provide inspiration and acknowledgement of the world we live in today. In addition to the galleries, there are classrooms upstairs and a lecture hall across the main lobby area for furthering the education of art and its implementations. Exhibits change every 3-5 months, and lectures happen all quarter long.

## Tourists



- Usually couples or groups
- Recommendation
- Savannah Attraction
- Aspiring SCAD students

*"We come to Savannah every few years."*

The tourists that visit more often are one time goers who are either attracted or impressed by SCAD's contemporary content and exhibits. These exhibits are put together with the help and contribution of big names in today's art world.





### Target Group SCAD Students

- Motivation to go to SCAD MoA is at its highest when new exhibits come out
- Extra credit opportunities play as incentive to browse through an exhibit or attend a lecture
- Classes happening on site and nearby freshmen dormitories and school halls allow for the location to be a no brainer (everyone can find it), bringing plenty of traffic
- No revenue is created by SCAD students visiting the main galleries, but they are the number one purchaser when it comes to the cafe's selected food items which are usually sold in between class periods or breaks
- It's contemporary and often experimental installations and overall environment are appealing to a majority of the student body, playing on their interests





# Meet Wally West

Age: 21  
Relationship: Single  
Location: Savannah, Georgia  
Major: Art History  
Minor: Architecture  
Salary: \$ -100,000  
Home: Rented Apartment

## Day in the life of Wally

Wally’s day’s can be pretty hectic, after all he goes to SCAD. He typically wakes up at 7:00 AM to get to his 8:00 AM Art History class. He then hits up some of his friends for lunch at their favorite coffee shops around downtown Savannah. He finishes his afternoon class and squeezes a quick workout at clubSCAD then immediately gets to work on his projects. Seeing that it’s already 10:00, he goes to the sub shop for late dinner and gets back to work when he’s finished eating. After all of that he then goes to sleep, only to get up the next morning and do it again.

## Key Motivators

- Go to class field trip (mandatory)/ Extra points

## Physical

- Sore and tired
- Low Energy

## Emotional

- Stressed (Time management) #SCADLife
- Unexpectedly delighted after the field trip

## Mental

- Beginning: Groggy, Neutral
- Midway: Engaged, Interested, more awake, stimulated, can relate to the assignment.
- End: Distracted, bored and does not look forward to the assignment.

## Goals / Expectations

- Class: Low expectation, get through class
- Exhibitions: high expectations for the current art, exposure to new art styles.
- Prior experience was negative/neutral

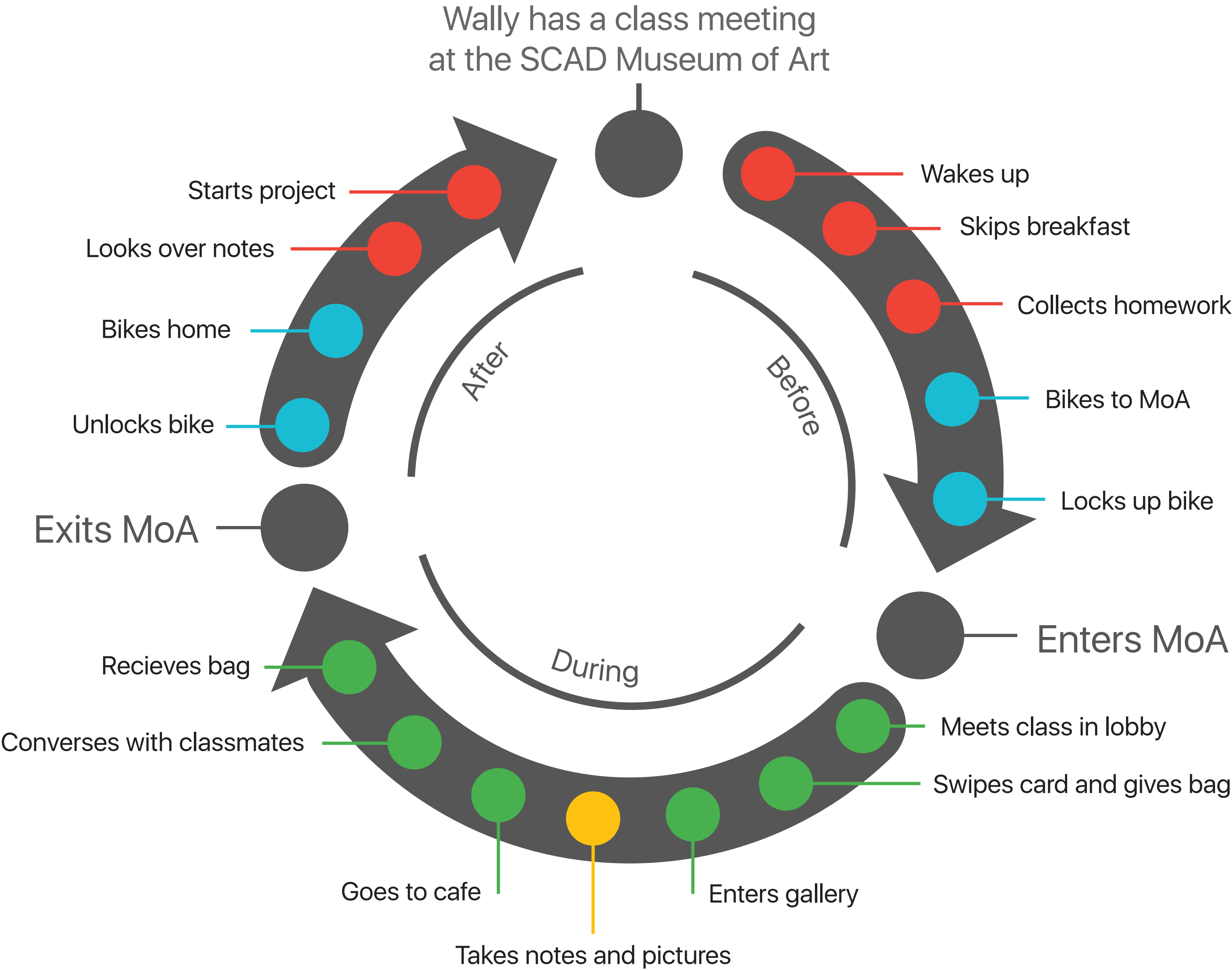
Environment Key

Home

Outside MoA

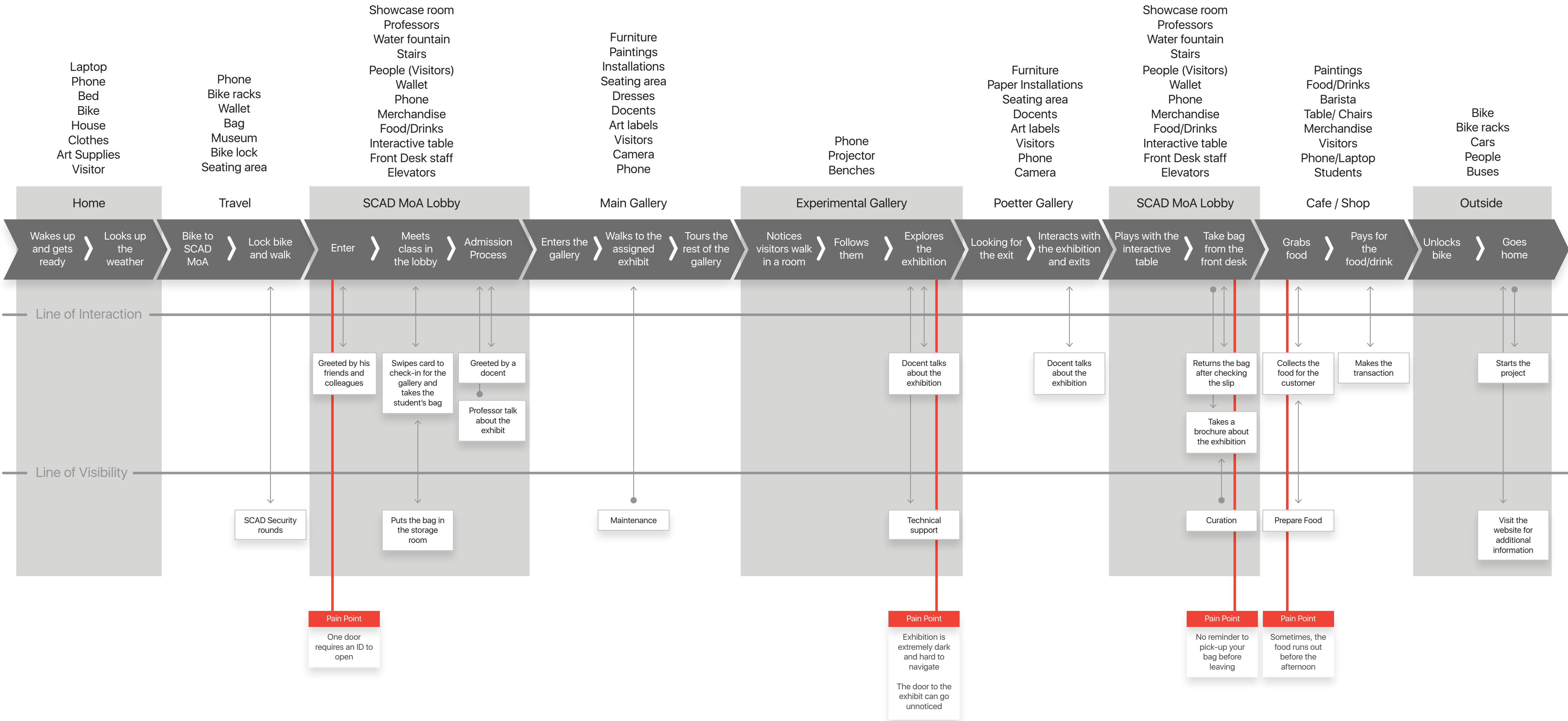
MoA Lobby

Gallery





Service Blueprint

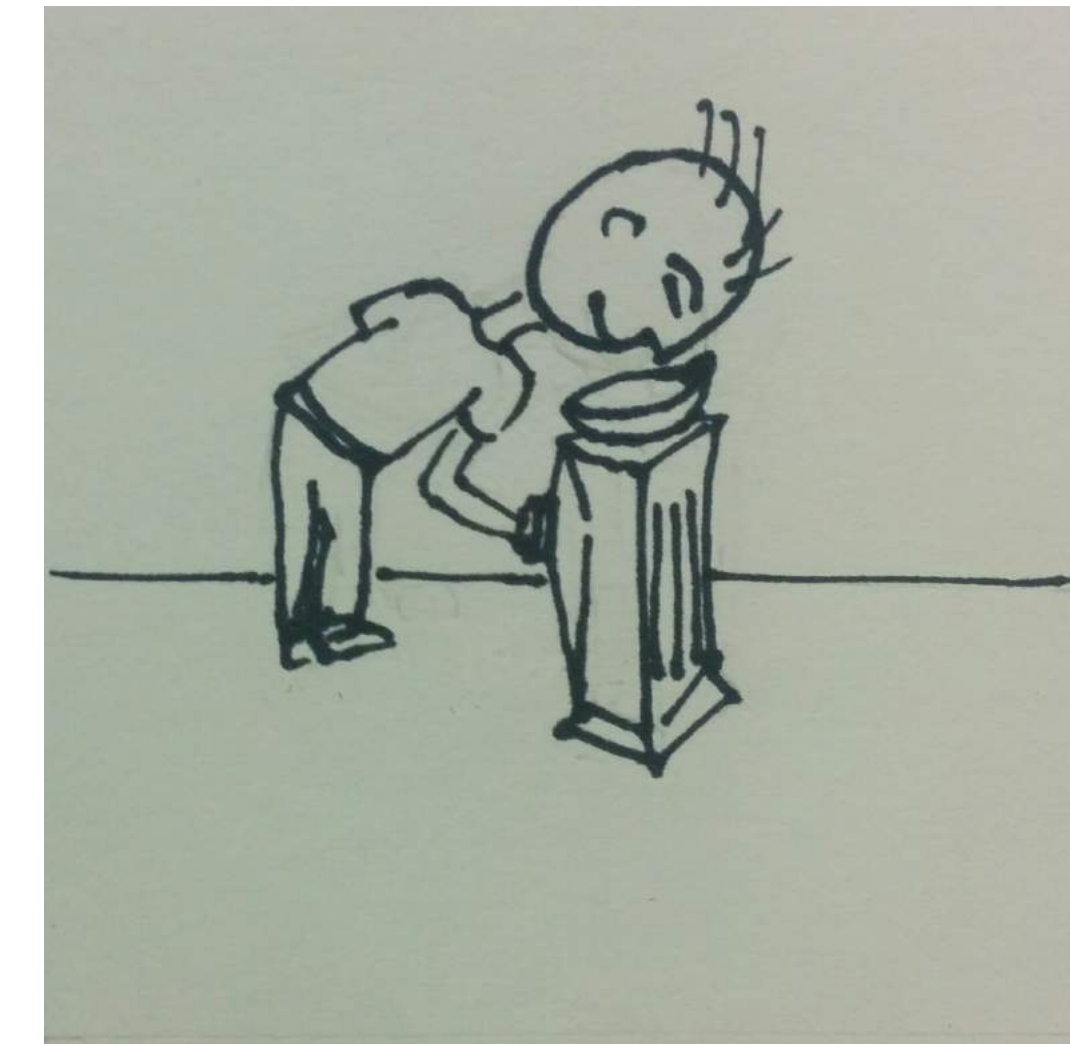




Because Wally skipped breakfast on his way out the door this morning, after the museum meeting he's really hungry. He decides to go into the cafe at the museum and check out the food selection.



When he goes into the cafe, he looks for something he wants to drink, but everything they have left isn't appealing. He asks the cashier if there are any other superfood juices left, but the cashier regrettfully informs him that they are sold out.



Because the museum was sold out, Wally opts to just drink regular water from the drinking fountain before he hops on his bike and rides home.



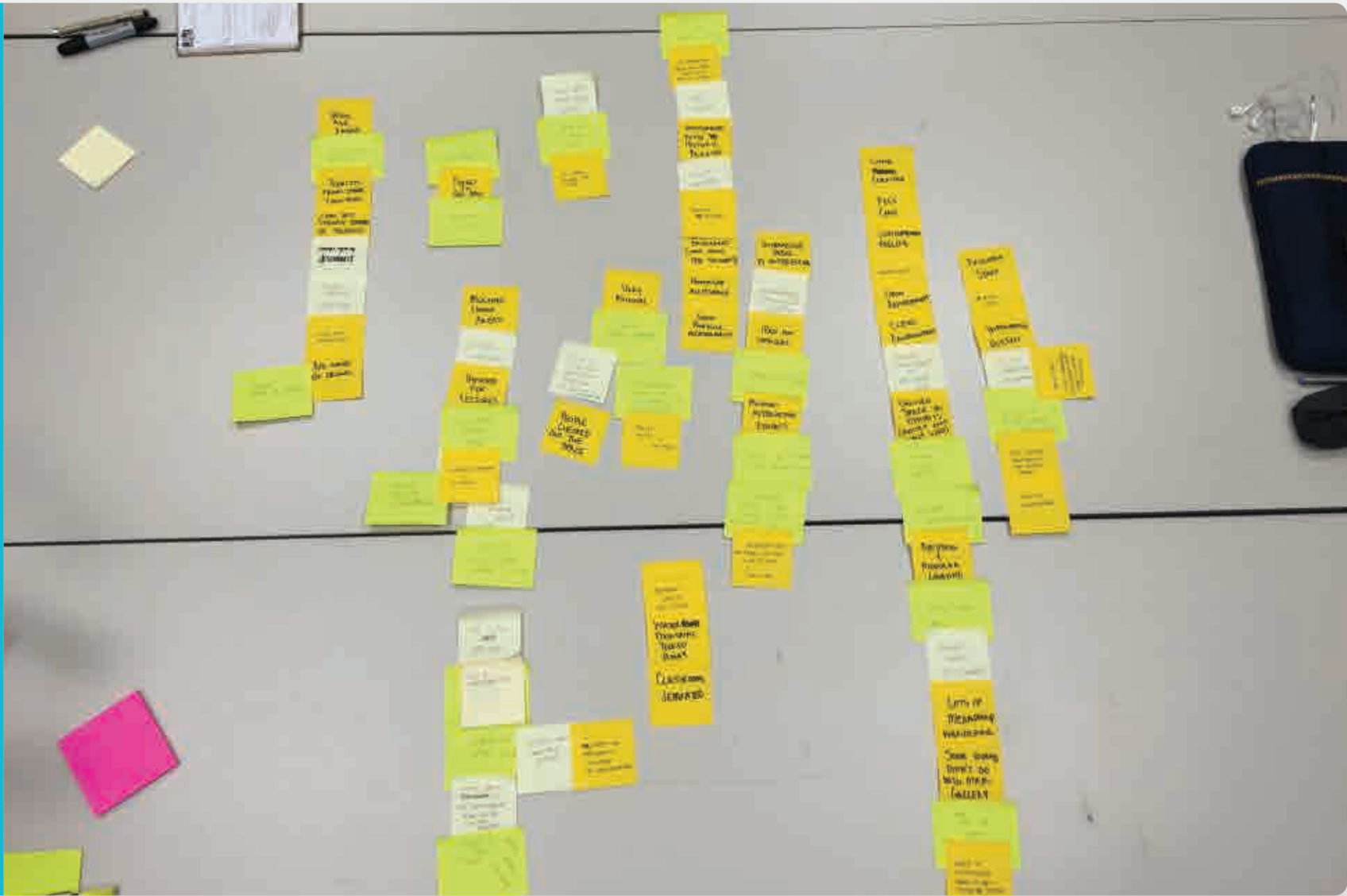
We wrote down observations and insights based on the museums users, audience, environment, objects, and interactions.



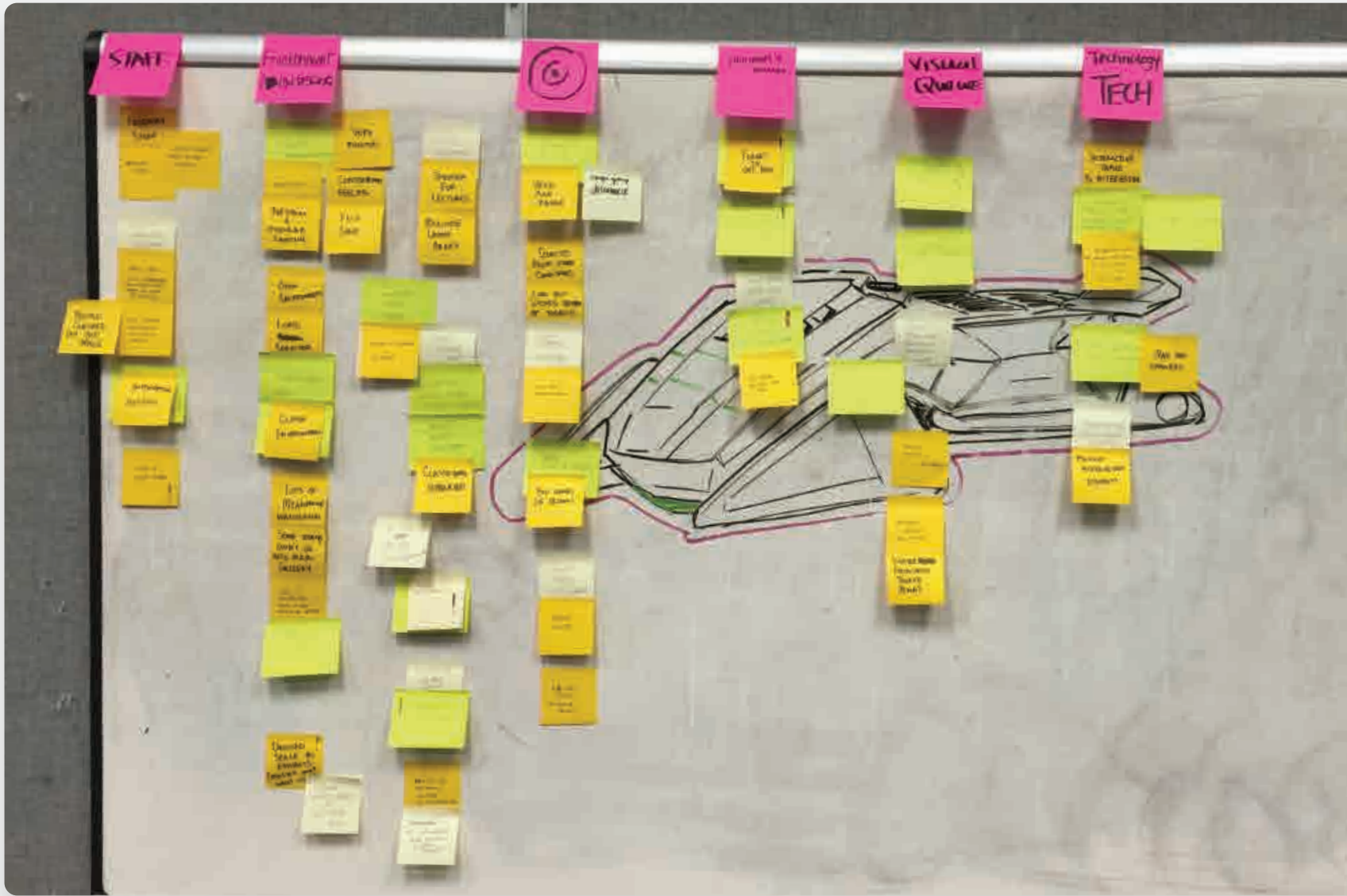
We then matched the observations and insights with other points that were similar.



These are all of the sticky notes we wrote placed in their similar groups.



Here is the finished affinity map. We took all sticky note groups and further refined them into categories with sub-groups.





**STAFF**

FRIENDLY STAFF

SCAD STUDENTS WORK AT THE MUSEUM

FRONT DESK

ONLY INTERACTION WITH MUSEUM STAFF AFTER WE ENTER THE BUILDING

PEOPLE CHECKED OUT THE SPACE

SELF-DIRECTED PATH AROUND THE MUSEUM GALLERY

INFORMATIVE DOCENT

MIGHT BE UNDERSTATED

**Environment (INTERIOR)**

VERY MINIMAL

CONTEMPORARY FEELING

NEUTRAL & MODULAR LIGHTING

FELT COLD

THEATER FOR LECTURES

MULTIPLE LOUNGE AREAS

OPEN ENVIRONMENT

LONG CORRIDOR

CLEAN ENVIRONMENT

LOTS OF MEANDERING WANDERING

SOME TOURISTS DIDN'T GO INTO MAIN GALLERY

CLASSROOM, SEPARATED

**Target group disconnect**

WIDE AGE RANGE

TOURISTS FROM OTHER COUNTRIES

LOW BUT STEADY STREAM OF TOURISTS

SLIPPERY STAIRS

LIMITED SEATING IN SIDE LOBBY GALLERY

NO CHAIRS BESIDES THE CAFE

**painpoints & problems**

FORGET TO GET BAG

SLIPPERY STAIRS

LIMITED SEATING IN SIDE LOBBY GALLERY

NO CHAIRS BESIDES THE CAFE

**Visual Queues**

USE OF GALLERY SPACE

INTERACTIVE TABLE -> INFO ABOUT MUSEUM

THEATRE ACCESS NOT OPEN

BATHROOM ACCESS NOT VISIBLE

WATER FOUNTAINS TOOK AWAY

**Technology TECH**

INTERACTIVE TABLE IS INTERESTING

INTERACTIVE TABLE = INFO ABOUT MUSEUM

INTERACTION WITH THE TABLE MAY TAKE A LOT OF TIME

IPAD FOR CASHIERS

MEDIUM INTERACTION EXHIBITS



Why is there a lack of visual cues?

It follows the minimal aesthetic of the museum.



Why did SCAD choose a minimal aesthetic for the museum?

It encourages the visitor to explore the space without direction from the curators.



Why does the museum want visitors to explore without direction?

The museum is perceived as understaffed (in the frontstage).



Why is the museum understaffed?

The frontstage employees are SCAD students in the workstudy program.



Why does the museum rely on students and young adults for employees?

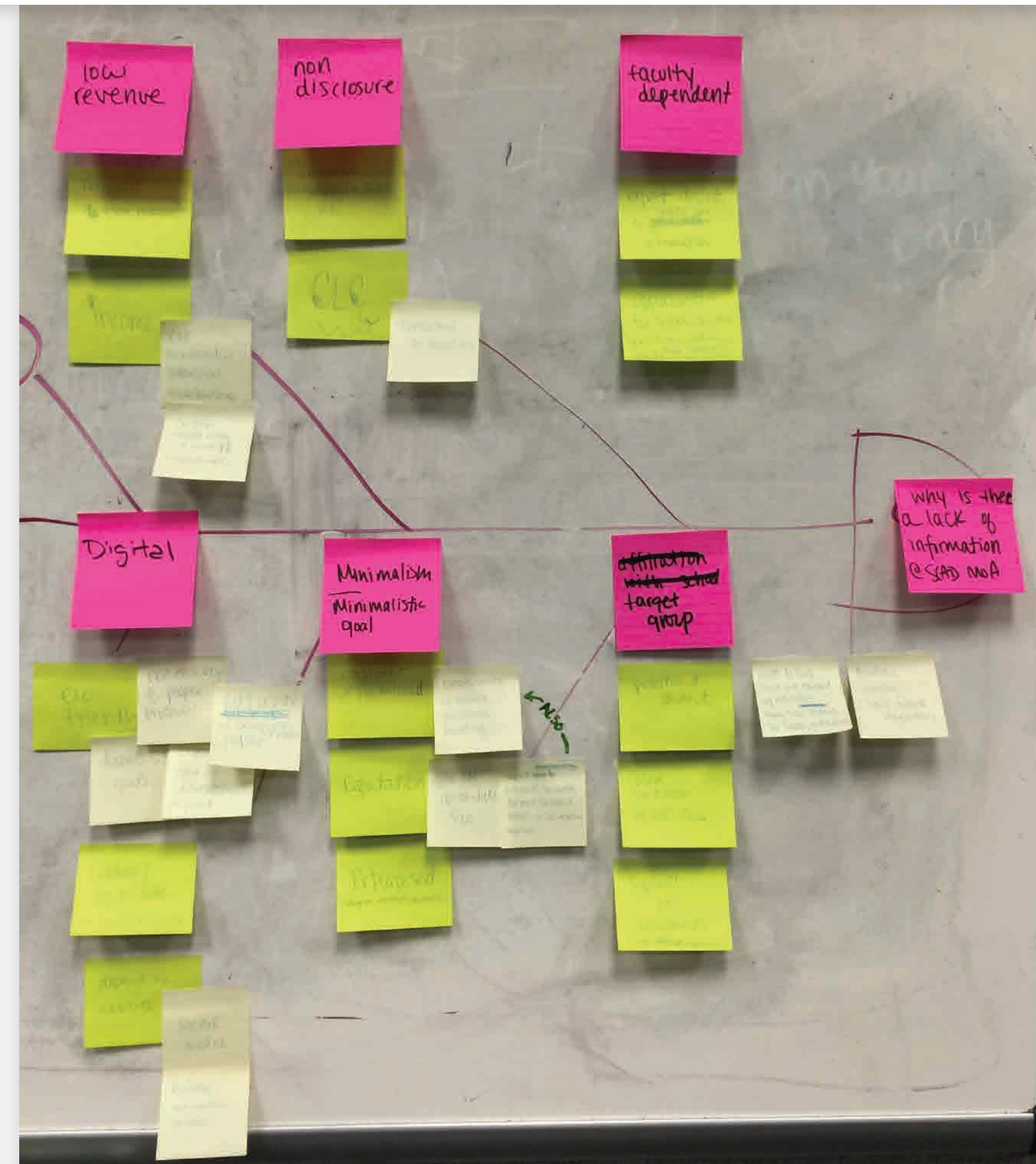
The museum brings in less revenue.



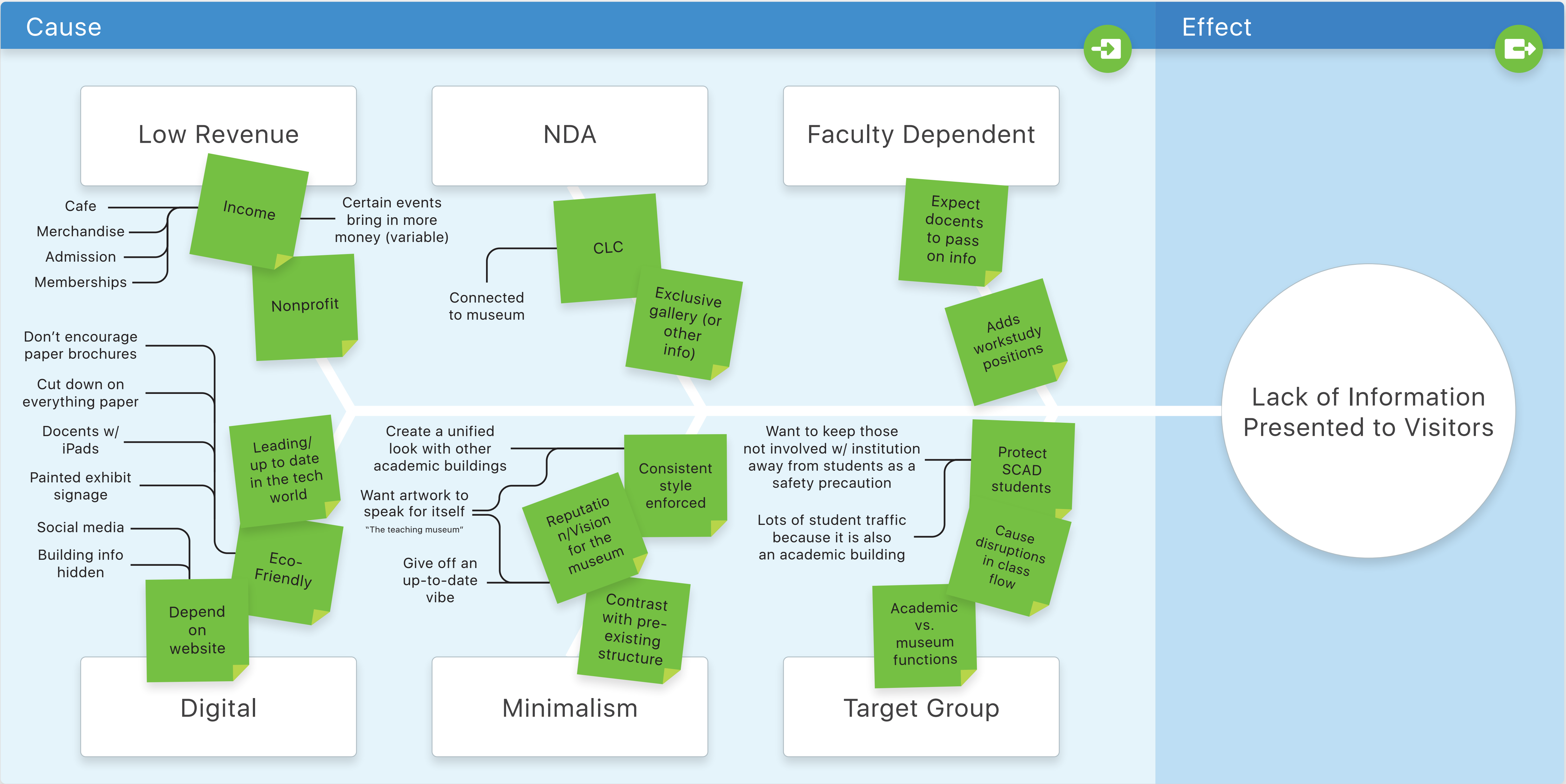
Why does the museum bring in less revenue

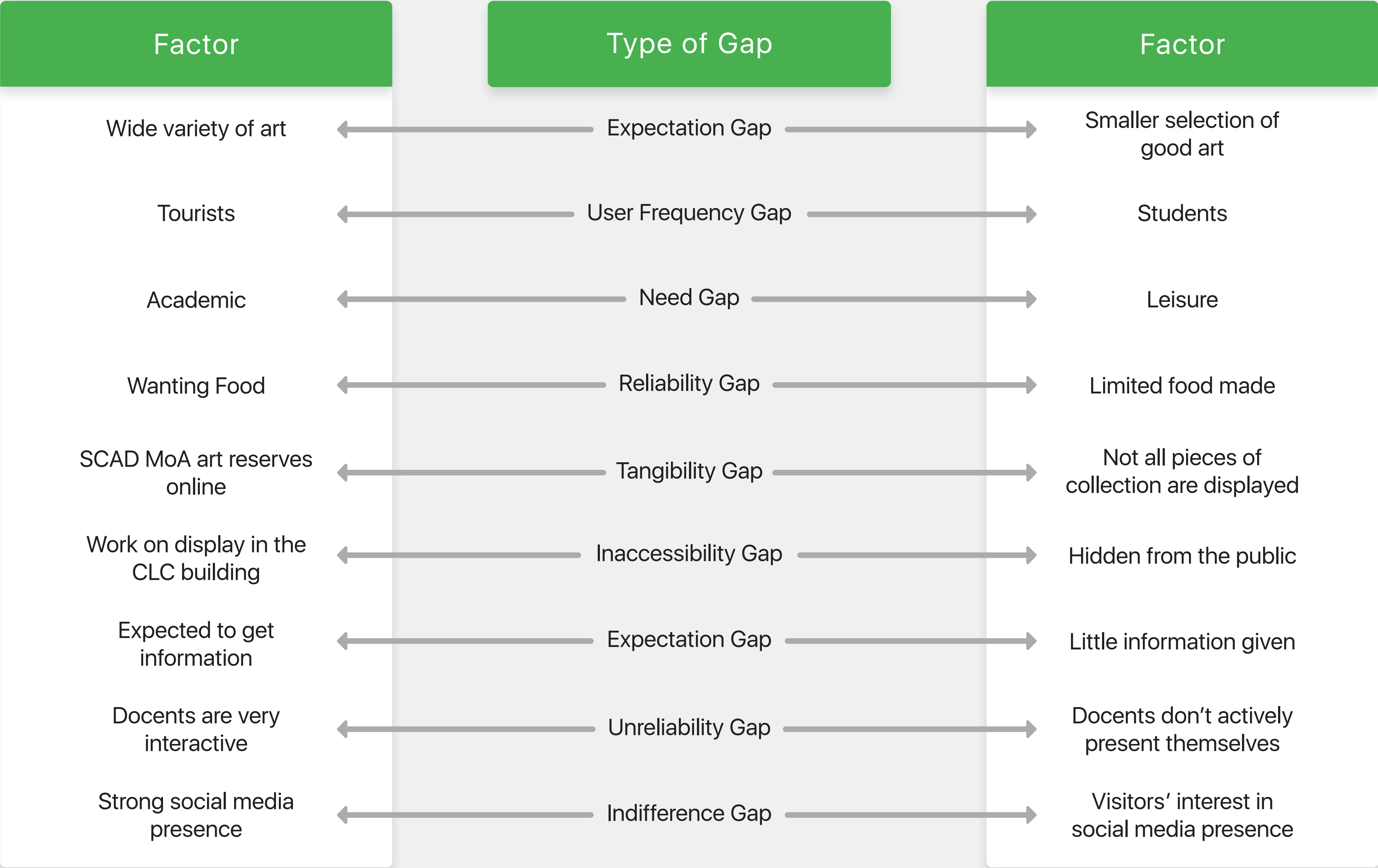
It doesn't have very many recurring paying customers.

One of the problems we had noticed while creating the affinity map was that SCAD MoA didn't have very much information on signage, the historic value of the building that the museum was built around, or current and future events. While the msueum did have this information on their website, it was very inconvenient to get to. We thought most museum visitors wouldn't have made the effort to find this information.













Remove Doors



Reduce  
Environmental  
and Ambient Lighting



More Docent → Guest  
Interaction

Docents Ask Guests  
What They Think  
About The Art



Thought Board  
(collective artwork  
feedback)

Add Local Artist  
Component

Service Touchpoint: The lack of seating in the galleries of the SCAD MoA



Older Couple

They wish they was seating so they'd be able to observe all the exhibits in the museum at a leisurely pace.

They enjoy the open space to walk around, but would like an area to rest if they get tired and still wanted to view the artwork.



Student

She likes the ability to walk around freely, expecially when viewing exhibits with a larger class.

She wishes that there was more seating areas to write quick reflections, instead of writing on the floor or a floppy notebook.



Exhibit Designer

He believes the open floorplan is needed to decrease distraction from the artwork, and to entice visitors to walk up to the artwork and observe it.

He also likes the lack of seting because it means the galleries are more flexible for exhibits.

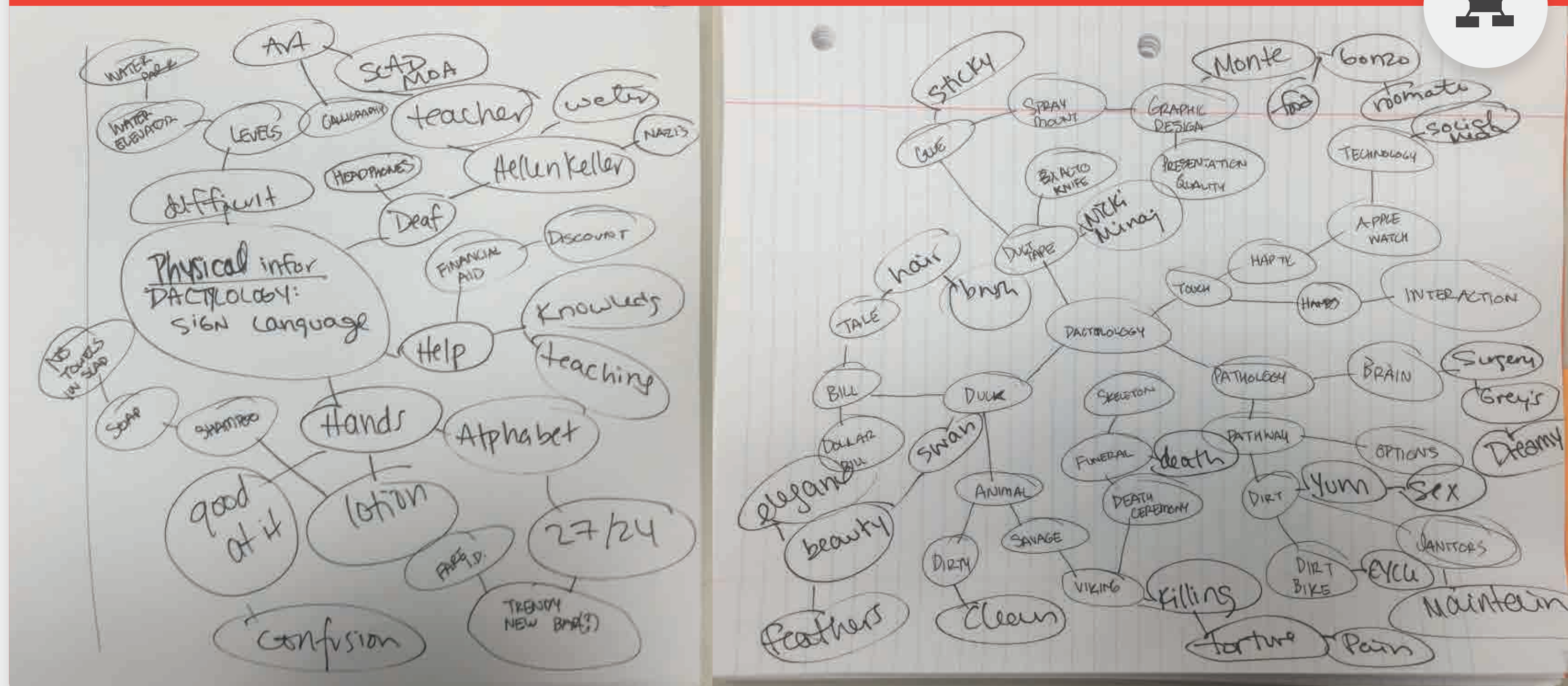






General Problem: How can SCAD MoA better attract visitors to willingly return to the museum?

# Mind Map Method

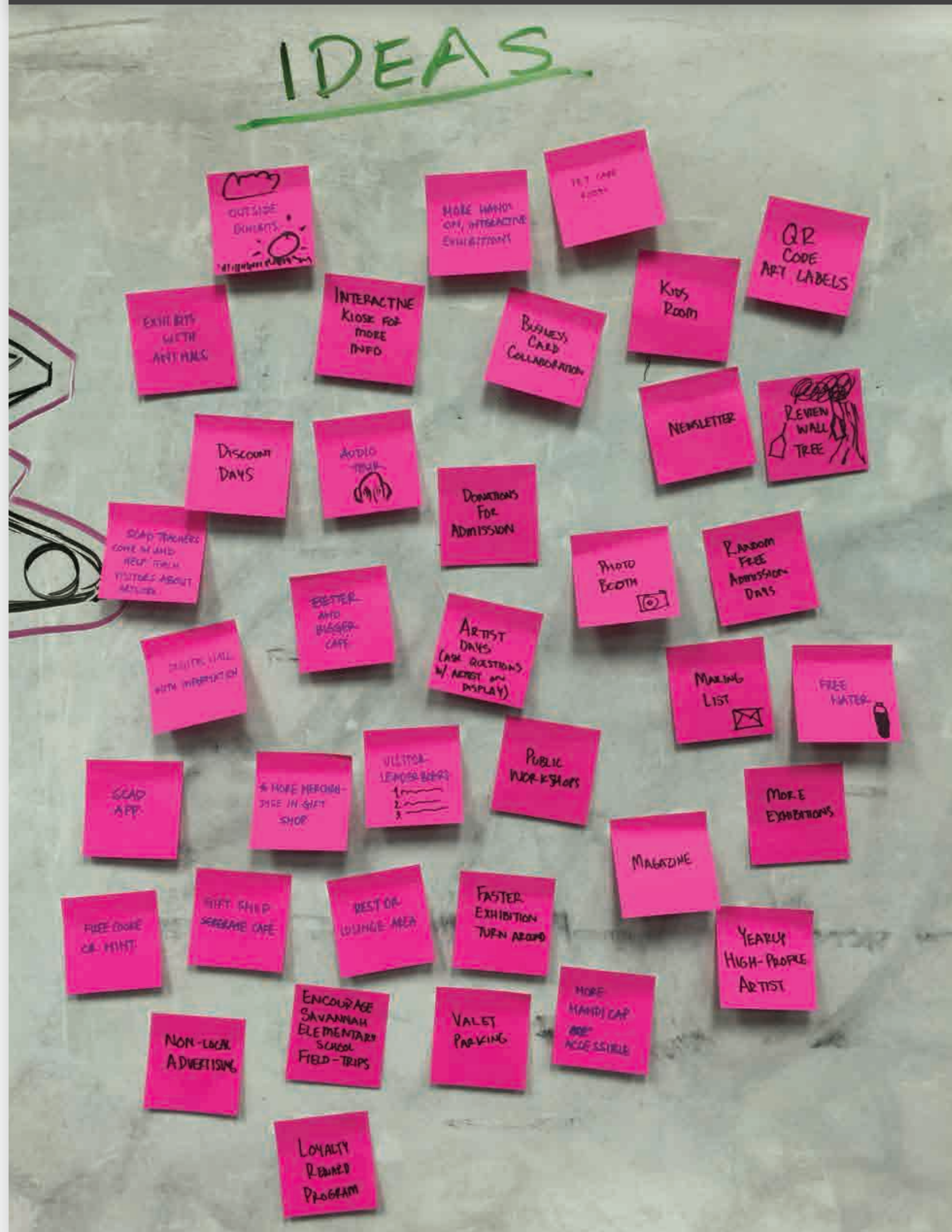


## Traditional Brainstorm





## Ideas Generated



36 TOTAL

- Artist days (bring the exhibition artist in to answer questions)
- Audio tour
- Better and bigger café
- Business card collaboration
- Digital wall with information
- Discount days
- Donations for admission
- Encourage Savannah elementary school field-trips
- Exhibits with animals
- Faster exhibition turn around
- Free cookies or mints (limited supply)
- Free water
- Interactive kiosk for more info
- Kid's room
- Loyalty reward program
- Magazine
- Mailing list
- More exhibitions
- More hands on, interactive exhibitions
- More merchandise in gift shop
- Newsletter
- Non-local advertising
- Outside exhibits
- Pet care room
- Photo booth
- Public workshops
- QR code art labels
- Random free admission days
- Rest or lounge area
- Review wall tree
- SCAD MoA App
- SCAD teachers come in and help teach visitors about artwork
- Separate the gift shop from the café
- Valet parking
- Visitor leaderboard
- Yearly high-profile artists



TECH

- Interactive Exhibits
- Mailing List
- QR Code Art Labels
- Non-Local Advertising
- Kiosk
- Loyalty Reward Program
- Audio Tour
- Personal Visitor Accounts
- SCAD MoA App
- Digital Info Wall

EDUCATE

- Public Workshops
- Elementary Schools
- Artist Days
- Magazine
- SCAD Teachers

ENHANCE

- Outside Exhibits
- Valet Parking
- Exhibits with animals
- Faster Exhibition Turn Around
- Better and Bigger Cafe
- Yearly High-Profile Artists
- Gift Shop/Cafe Separation
- More Exhibitions
- Donations for Admission

COMMUNITY

- Business Card Collab
- Leaderboard
- Discount Days
- Photo Booth
- Review Wall Tree
- Free Admission Days

MEMORABLE

- Free Cookie/Mint
- Free Water
- Kids Room
- Pet Care Room
- Rest or Lounge Area
- More Merchandise



3 Types of Lateral Thinking

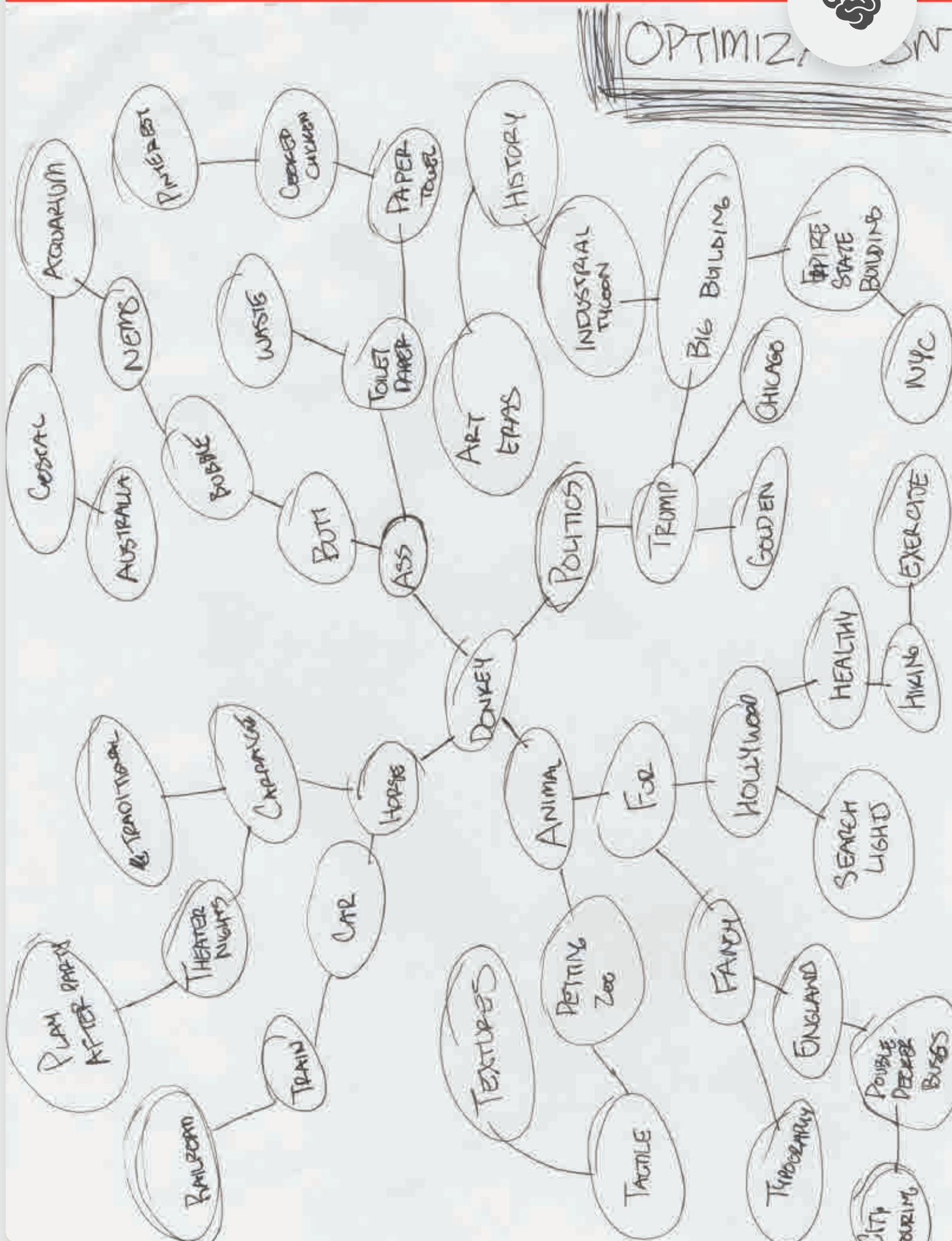
Revolution (Breaking the Rules)



- 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

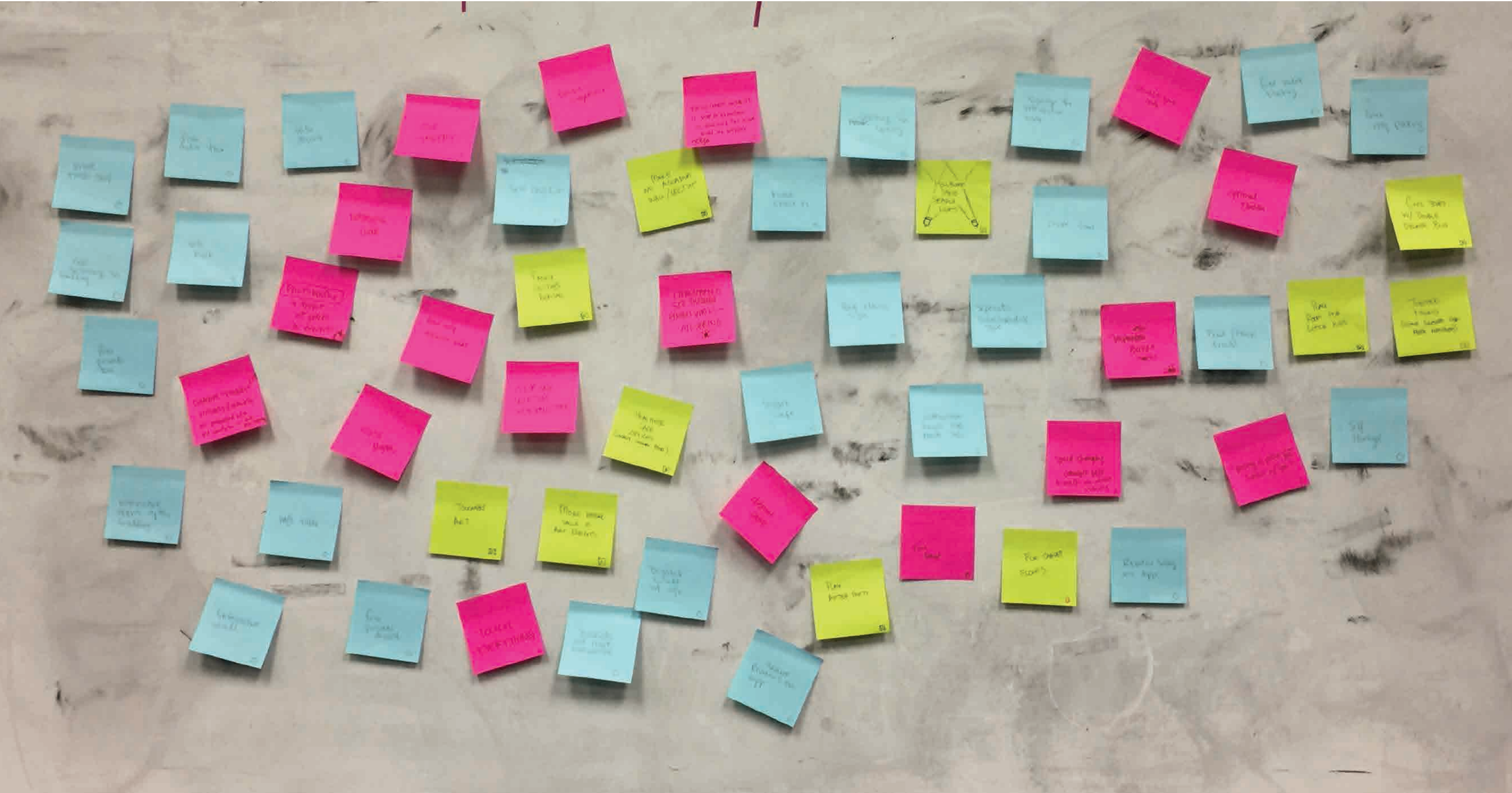


Traditional Brainstorm



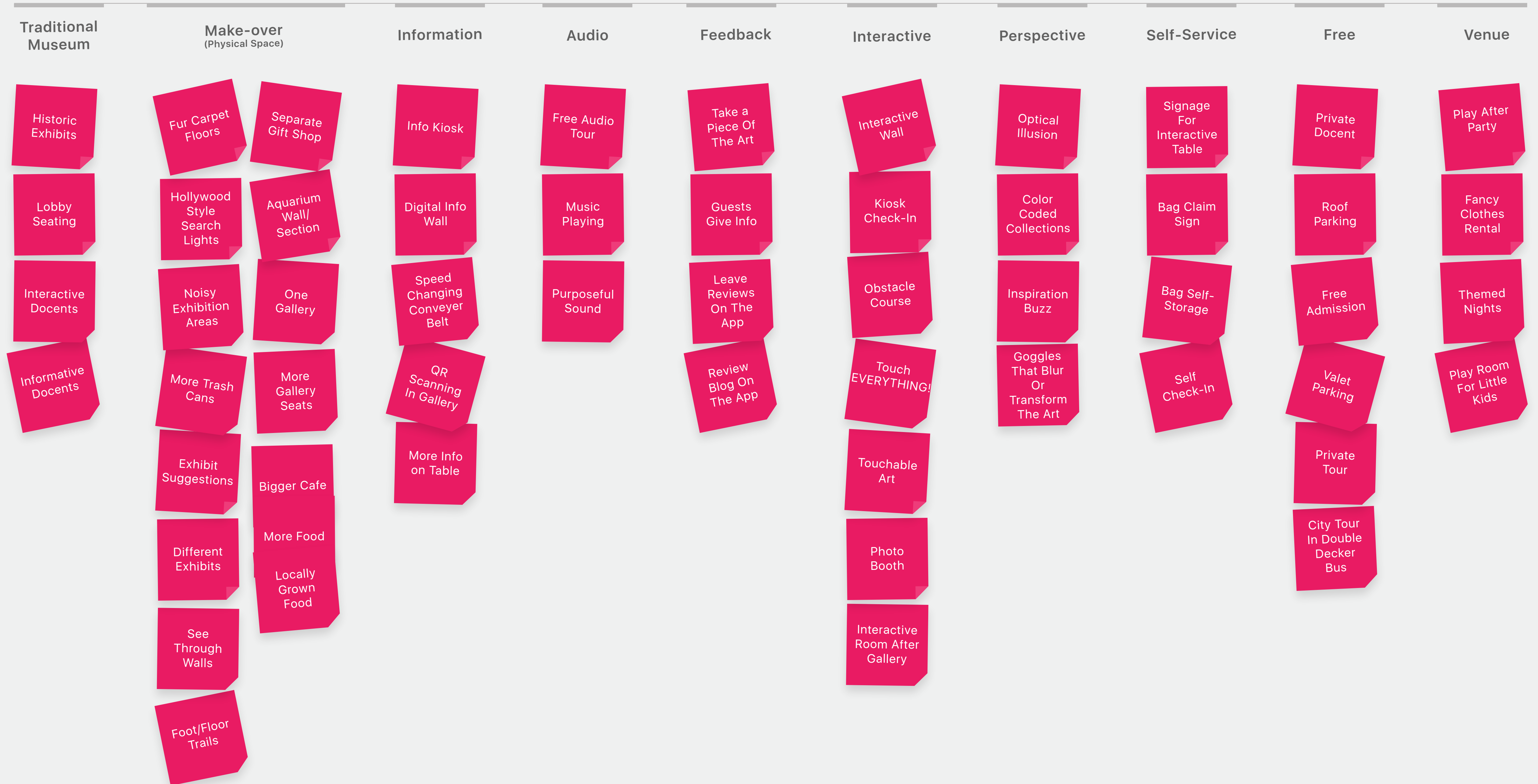
- Self-checkin
  - Kiosk checkin
  - Bag claim sign
  - Bigger cafe
  - Separate merchandise store
  - More food - doesn't run out
  - More seating in lobby
  - Interactive table sign
  - Interactive table - more info
  - Information table
  - Info docent
  - Kiosk w/ info
  - Audio Tour
  - Private 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
  - ~~pen~~ self storage
- Optimization**







## Optimization Affinity Map

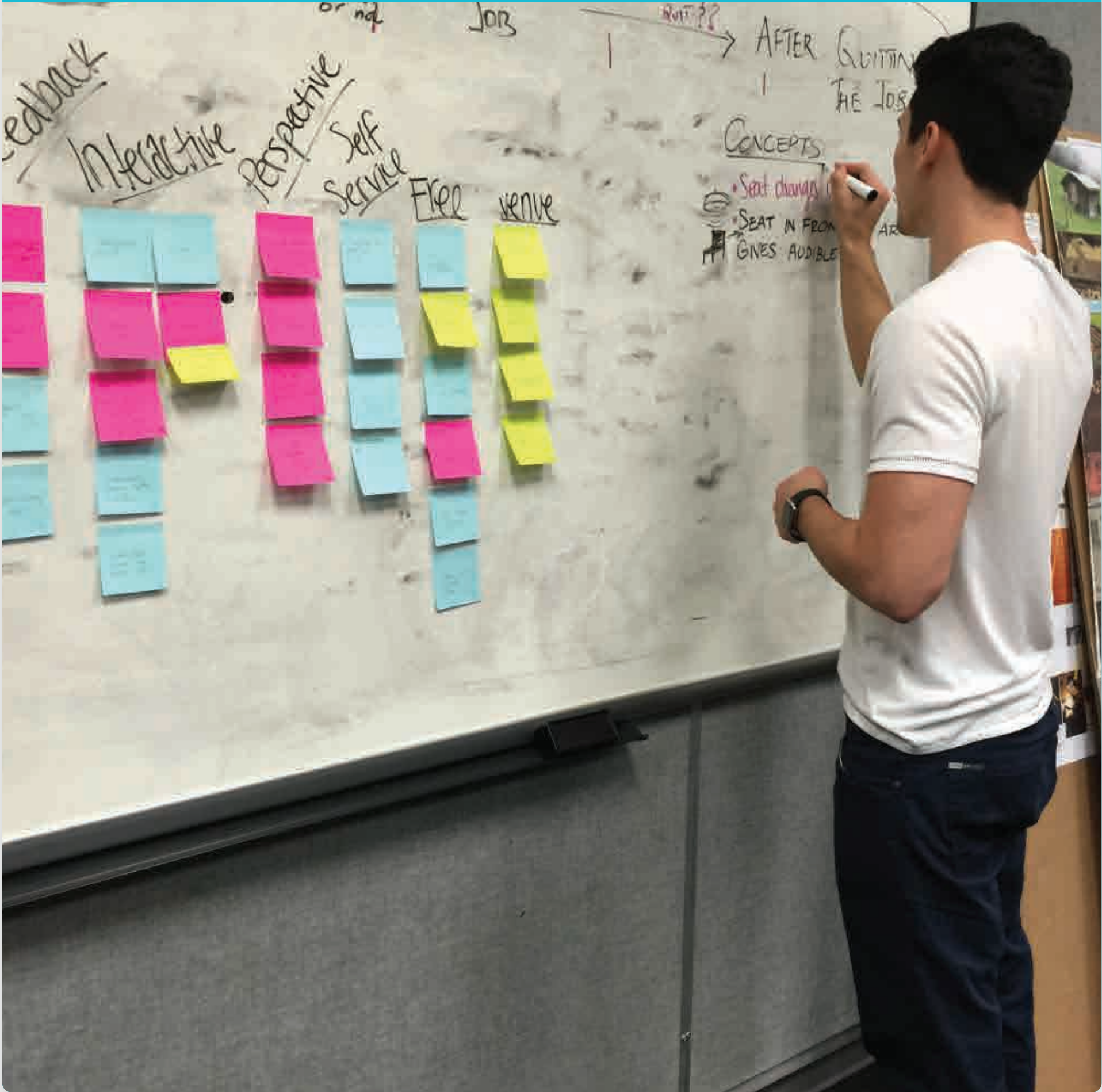




Creating Concepts



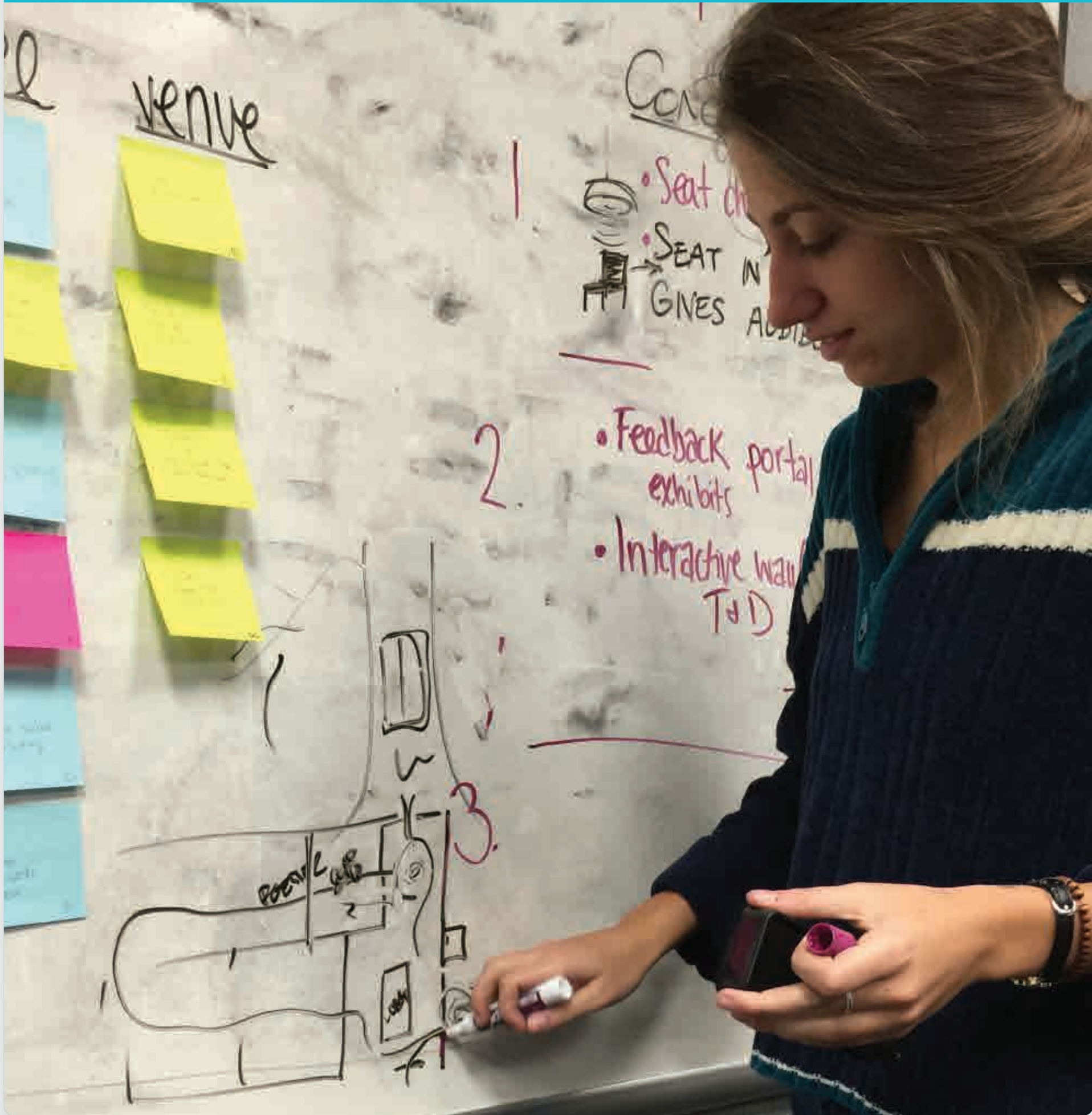
We started the conceptual phase by selecting ideas from multiple different affinity categories and creating a holistic solution.



Further Development



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

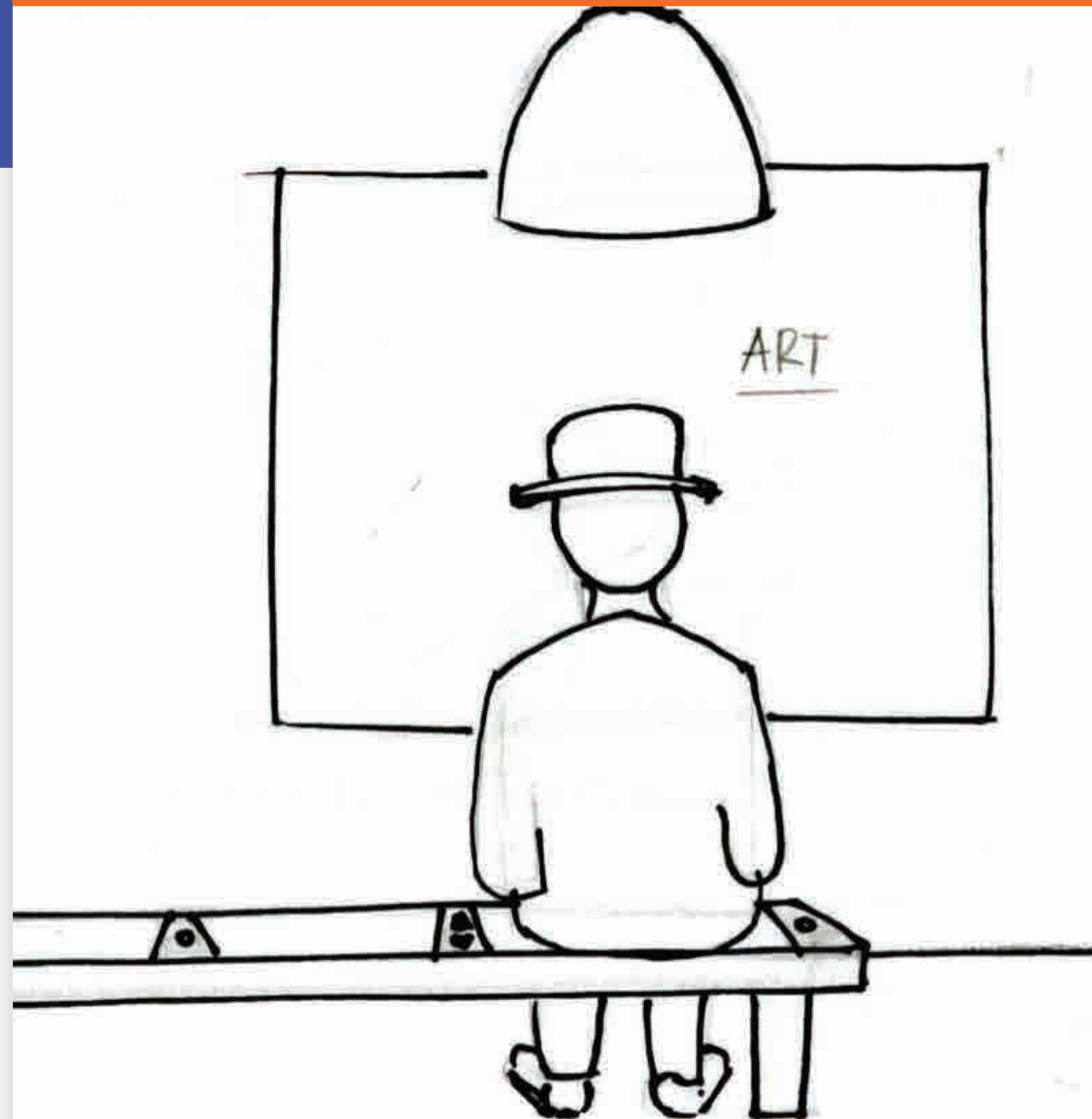




# Aud-Pod

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

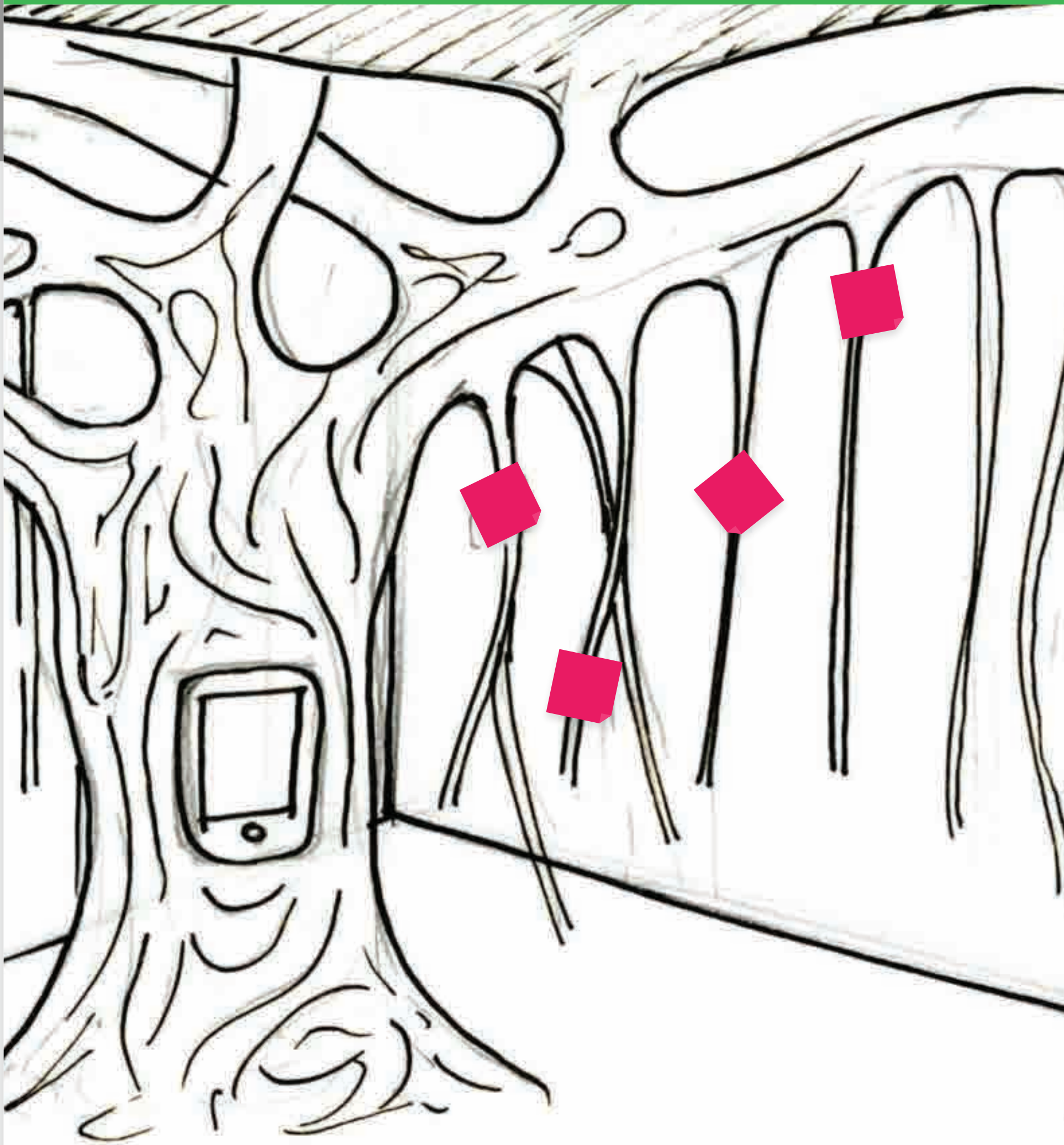
- Pressurized Seat/Bench
- Integrated Touch Screen
- Speaker Dome



# 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

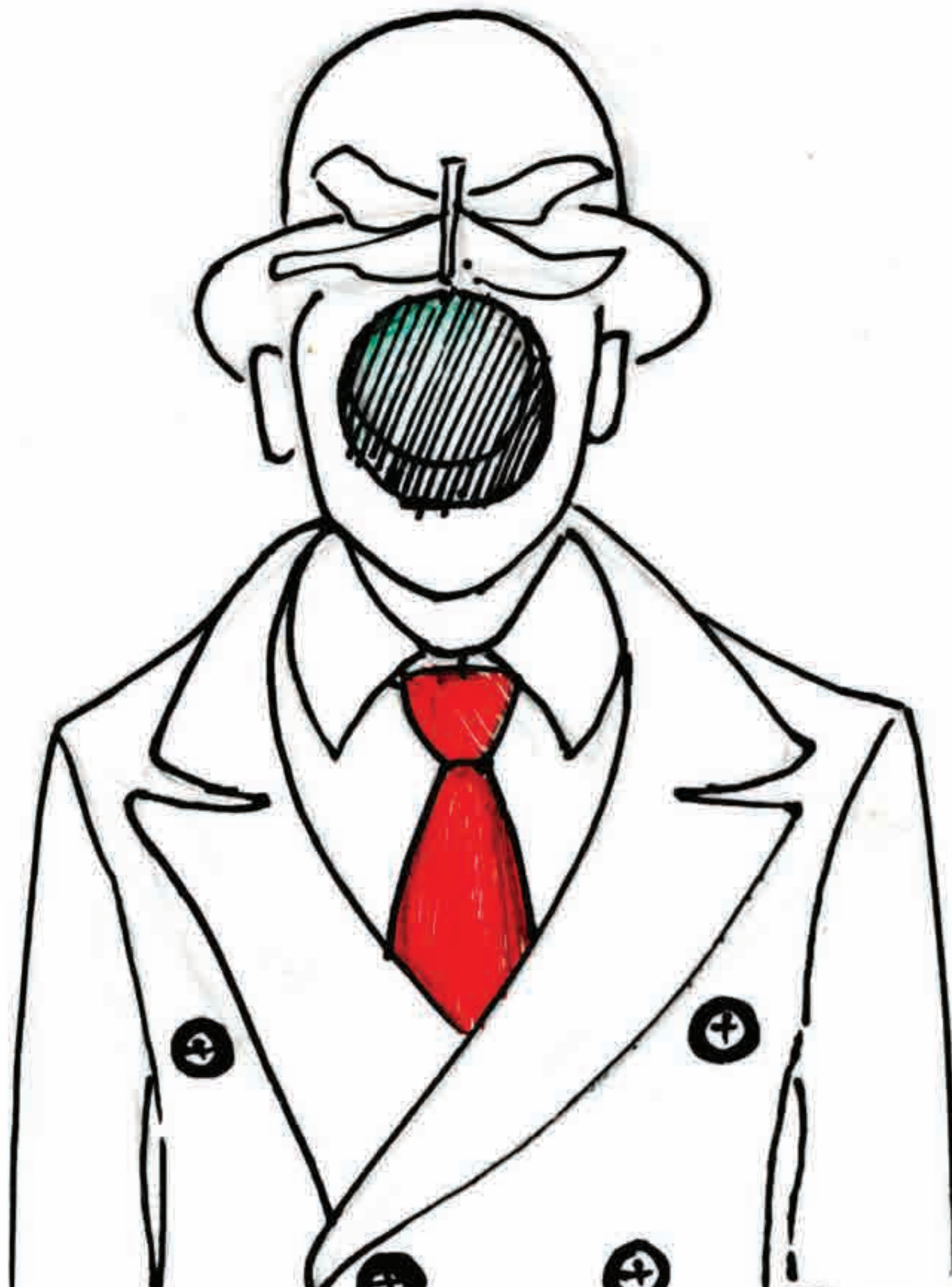




# Dress Up Day

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)

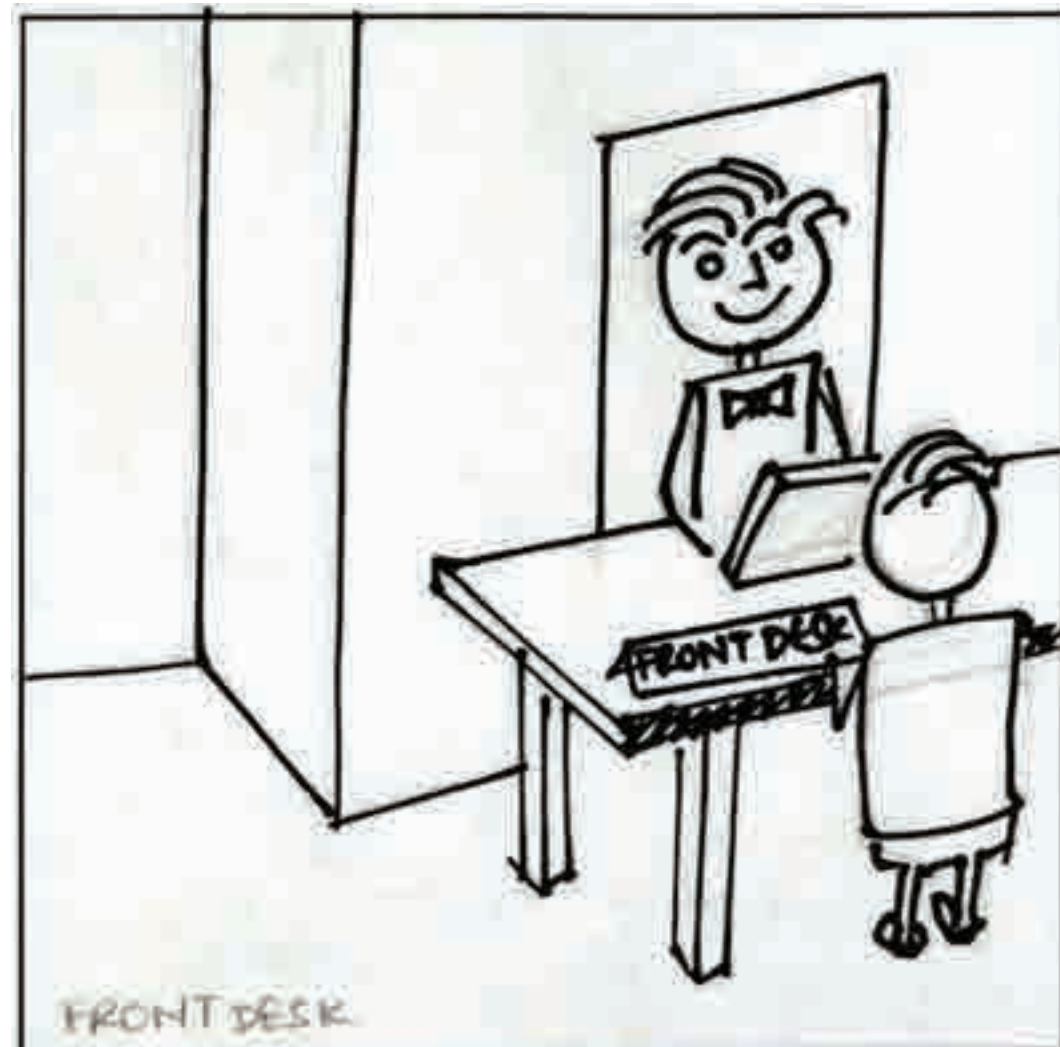




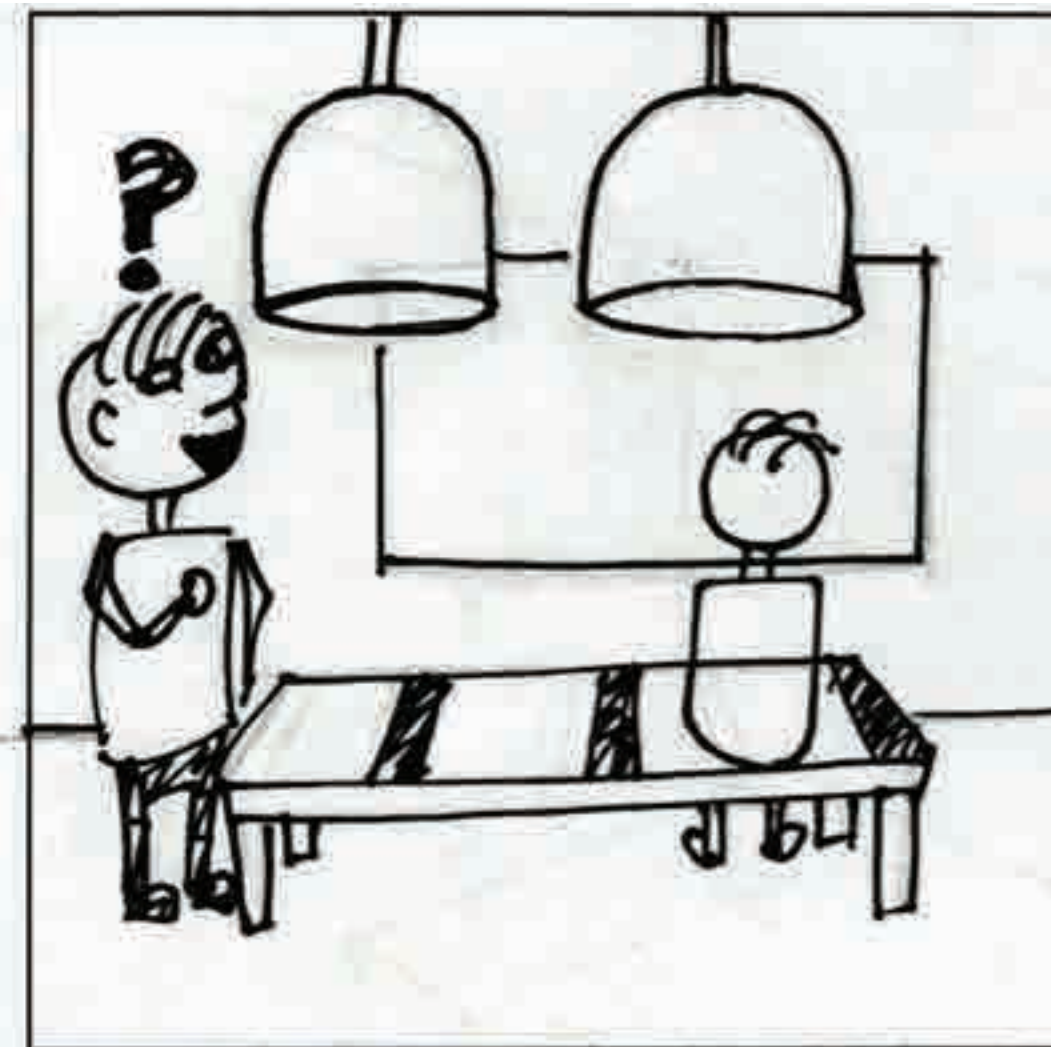
Criteria	Weight	Aud-Pod	Giving Tree	Dress Up Days
New/Original	10	6	8	4
Useful	30	7	6	8
Feasible	40	9	8	6
Relevance To Vision	20	10	7	1
Total		830	720	540



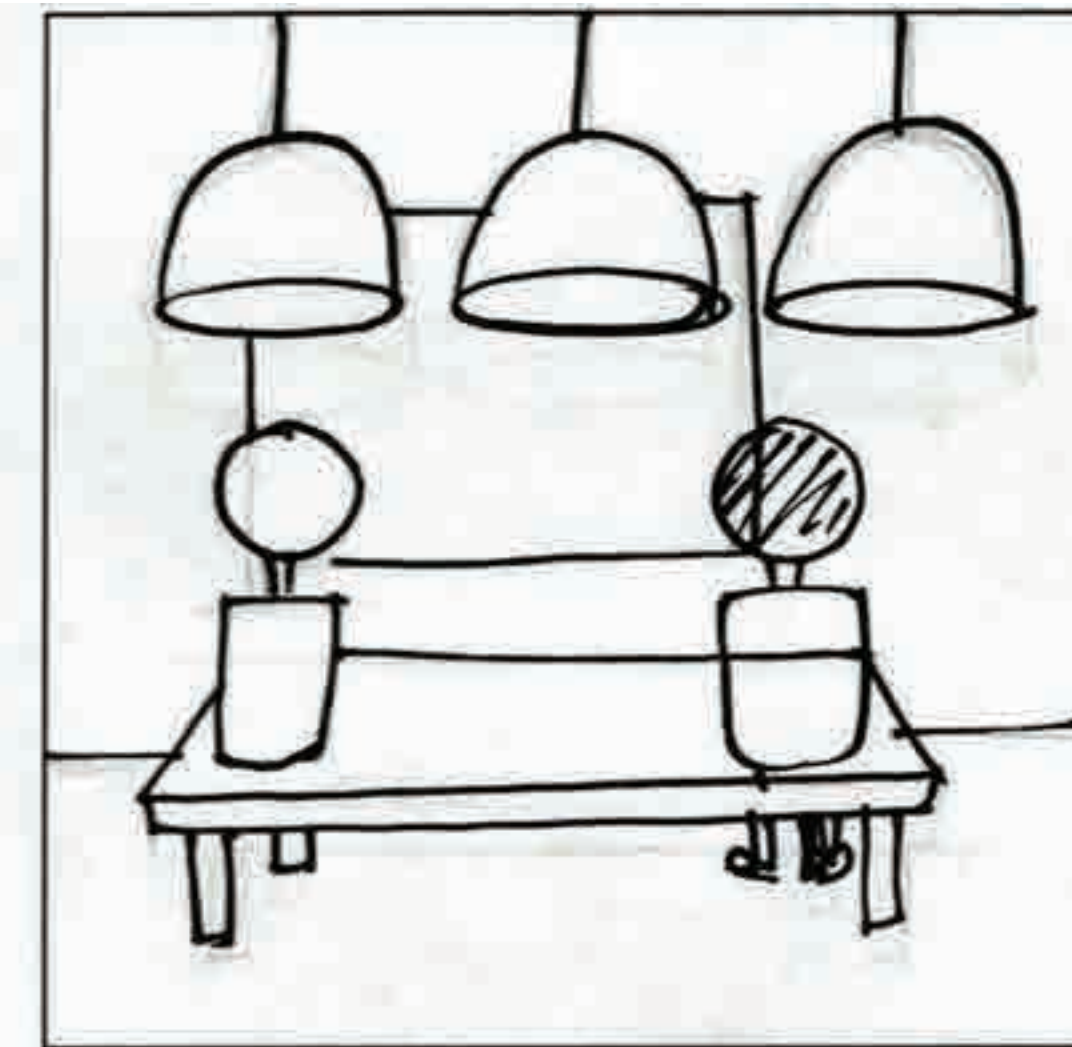
## Storyboard For Aud-Pod



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.

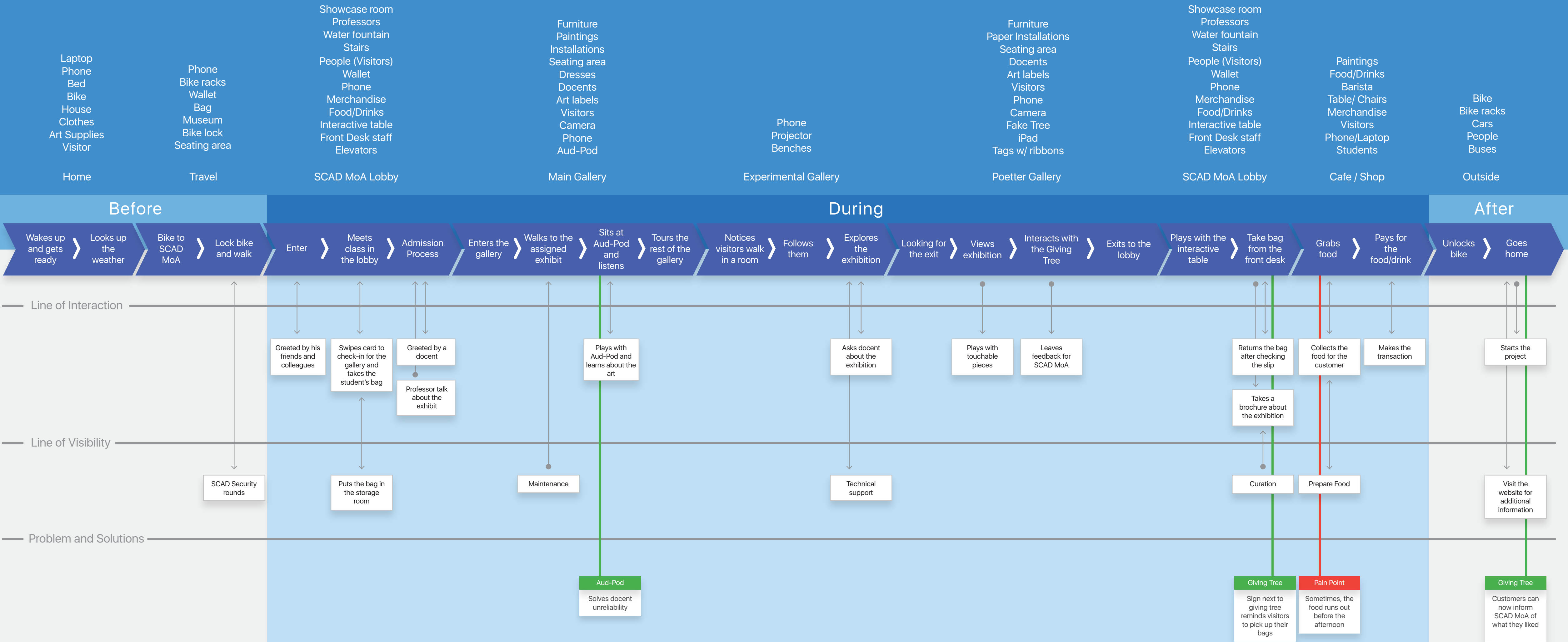


As he's touring the exhibit, he notices these benches in front of the art with bubbles above each seated area. He doesn't know what they are, so he goes over to one and sits down and plays with the Aud-Pod.



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
- ~~VALET~~ VALET SERVICE
- LOCAL ARTISTS PAY FOR EXPOSURE IN SCAD MOA

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~~ } <sup>short cut</sup>
- Pay for access to Perminant collection / selection
- 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

3

out of city  
museum

SPACE  
RENTAL  
FOR EVENTS

DIFFERENT  
LOCATIONS

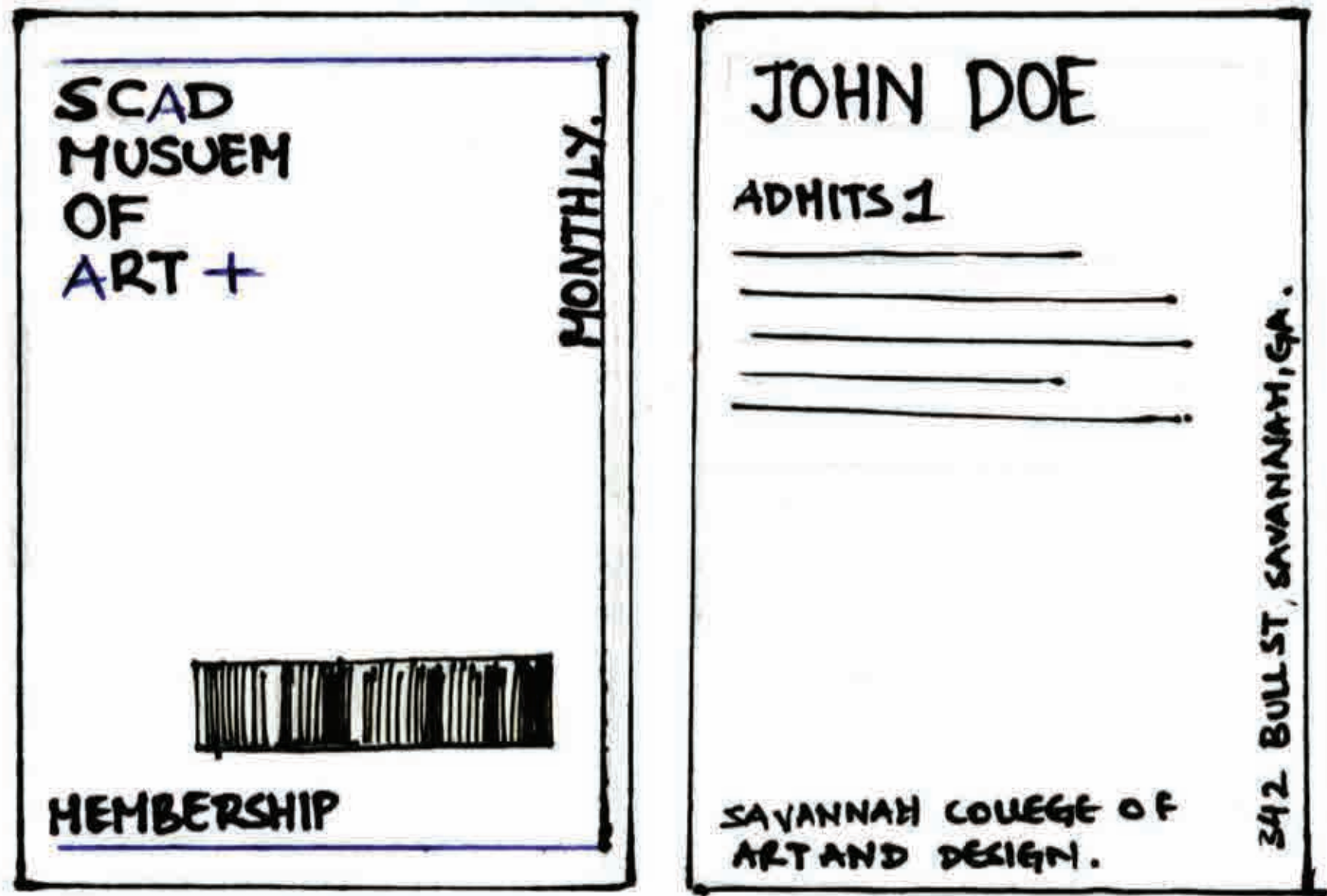
MORE  
LOCATIONS  
IN DIFFERENT  
MAJOR CITIES!

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

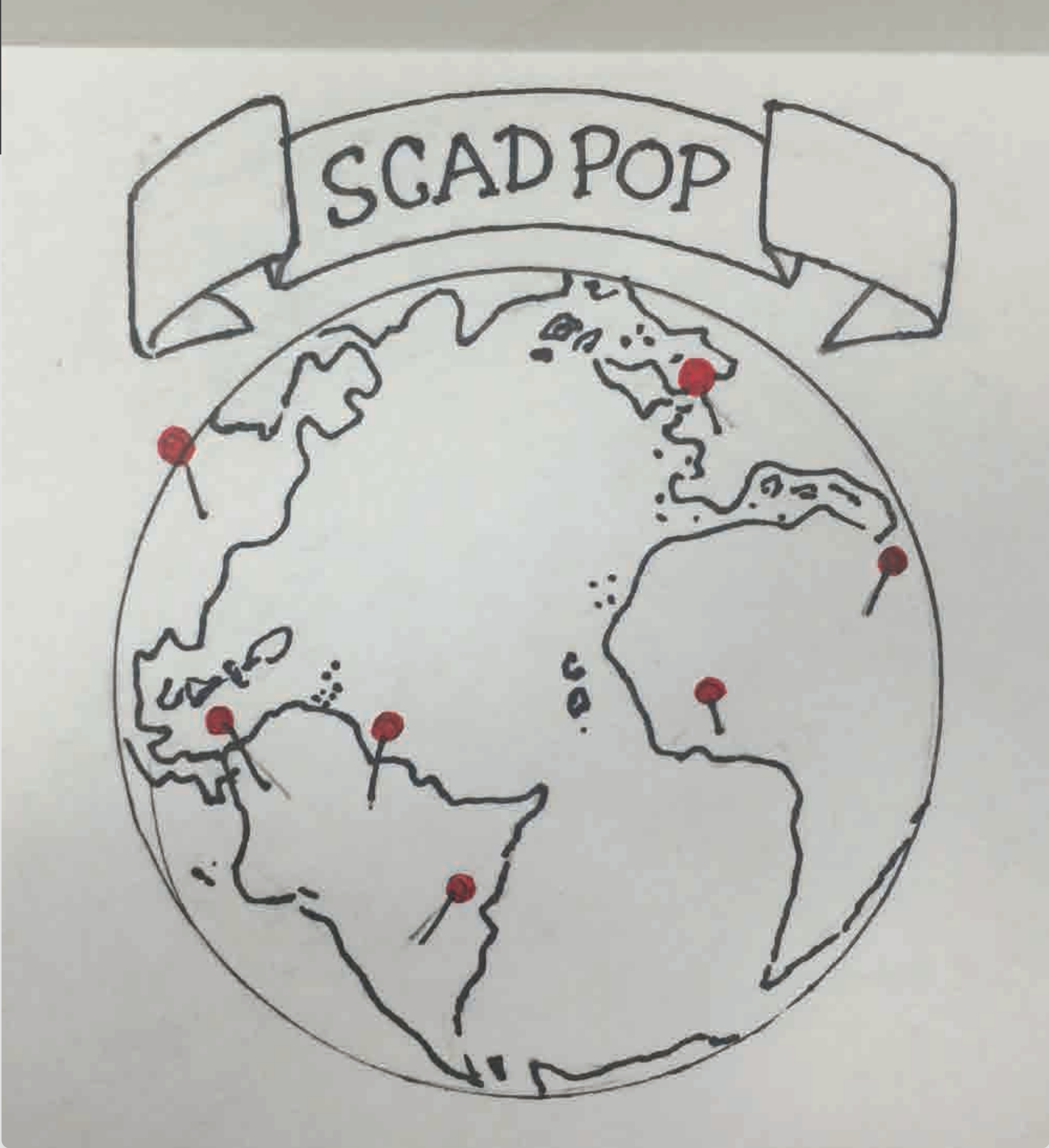
- Cashier equipment (Square card swipe + iPad)
- Accompanying tech support



# 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

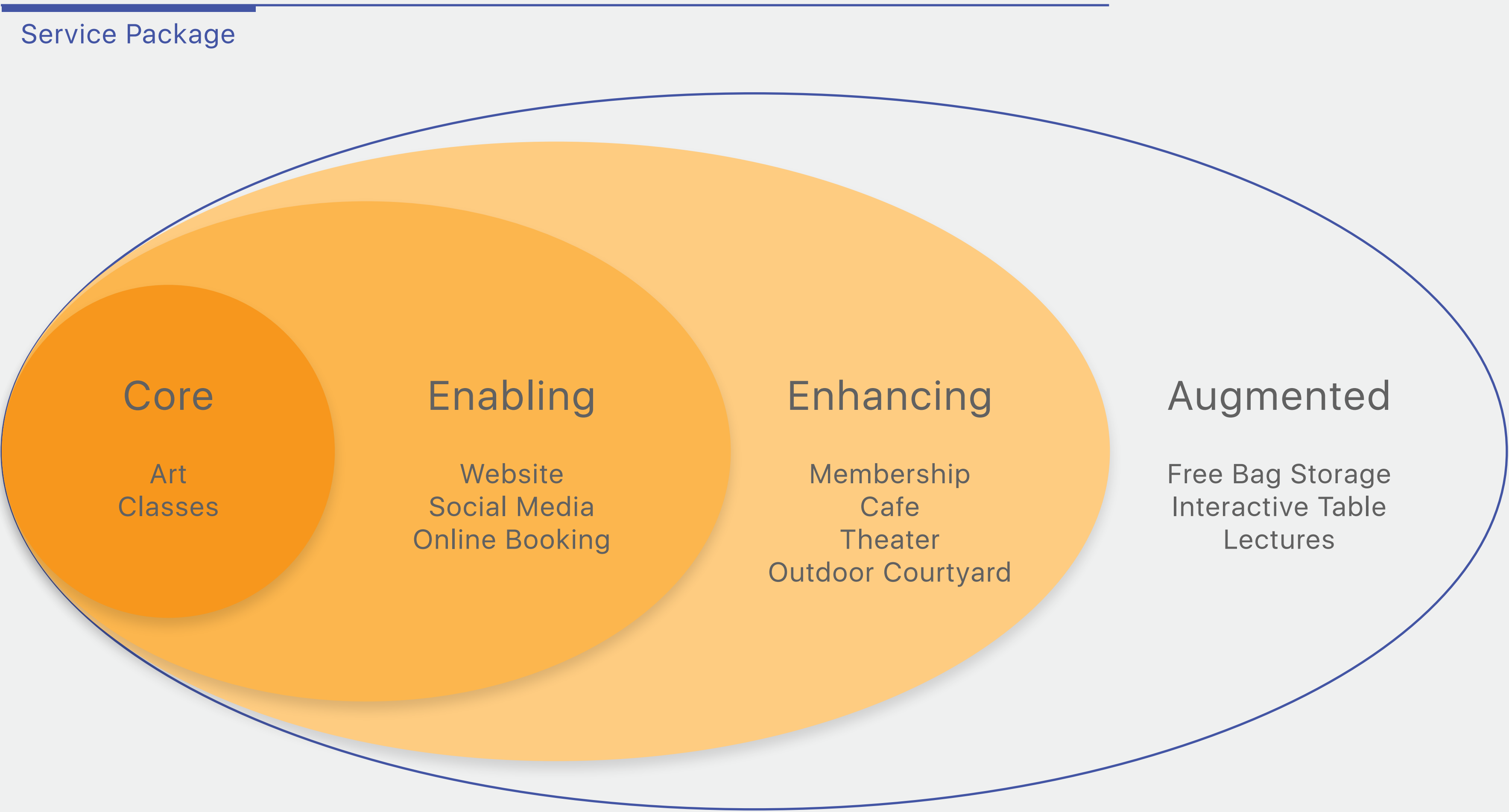
- Any tech implemented into the art





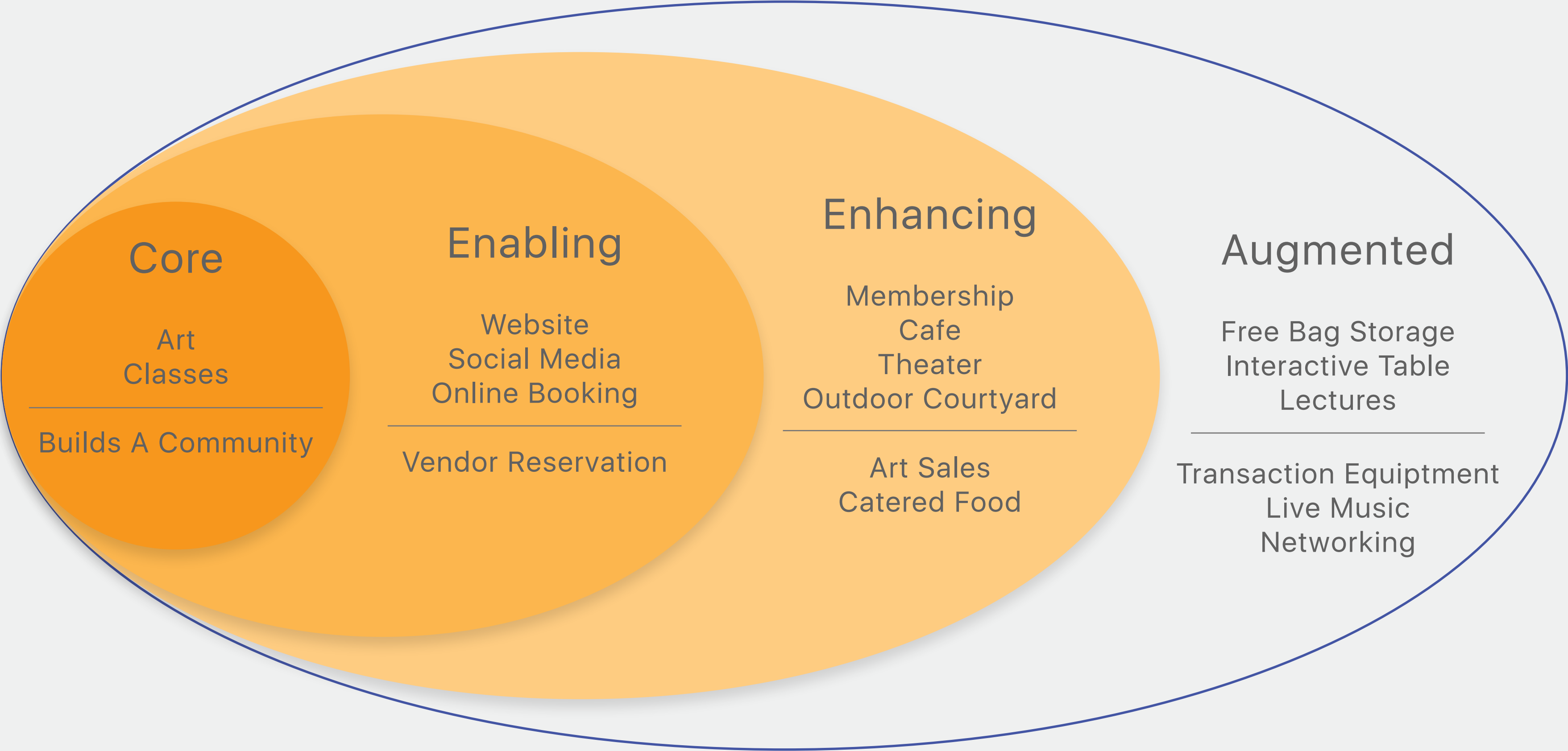


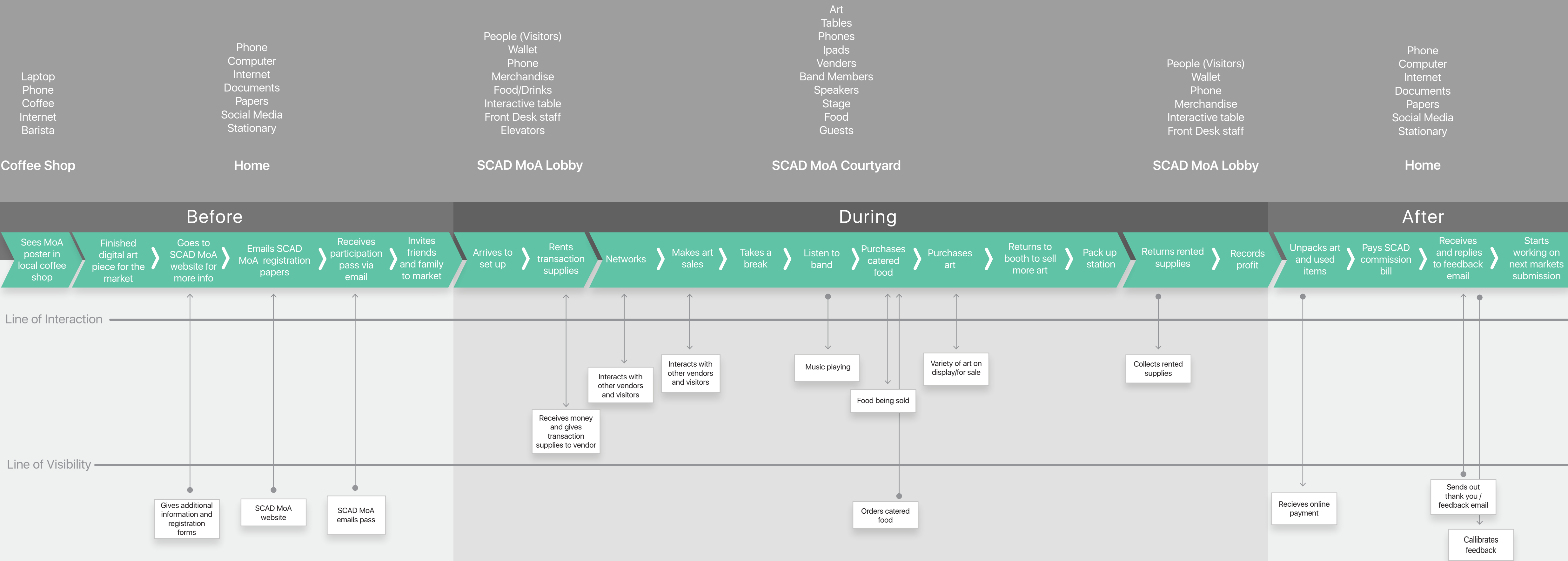
Criteria	Weight	MoA +	MoA Mart	SCAD Pop
New/Original	10	1	4	9
Useful	30	6	6	4
Feasible	40	8	8	3
Relevance To Vision	20	8	5	7
Total		670	640	470





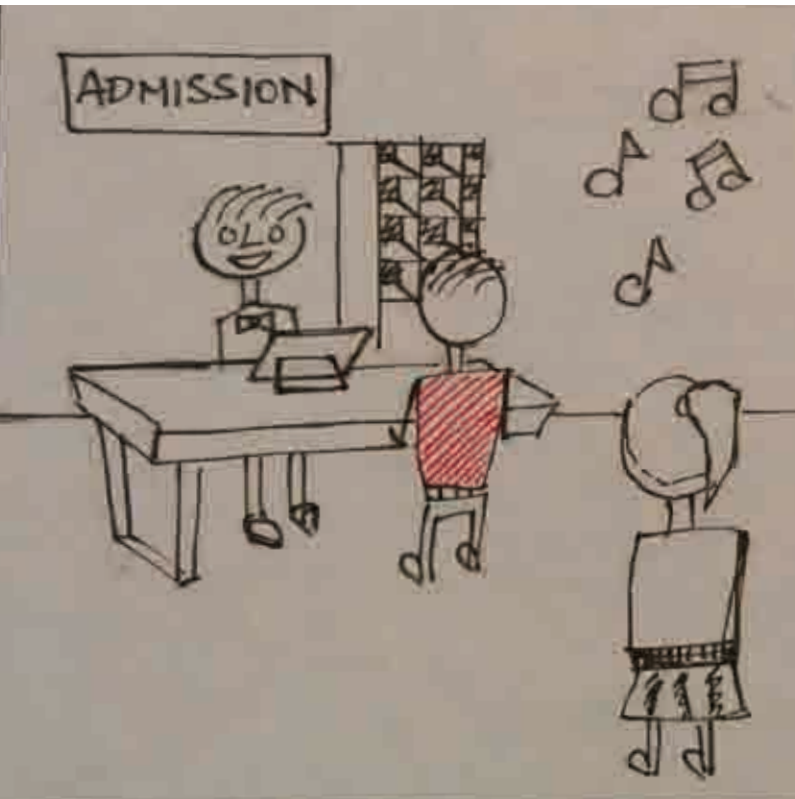
Service Package



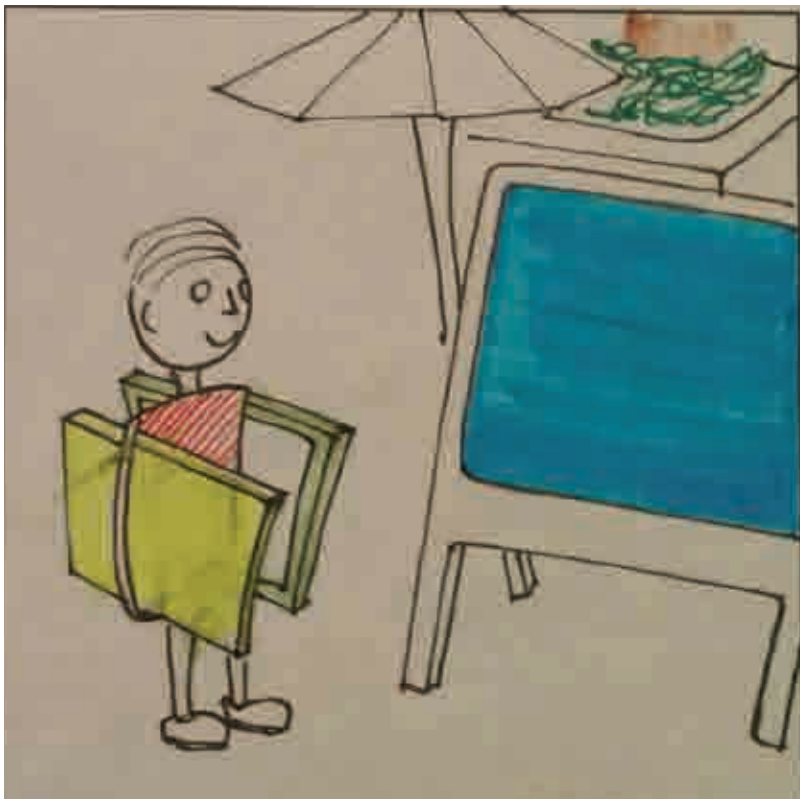




Storyboard For SCAD Mart



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.



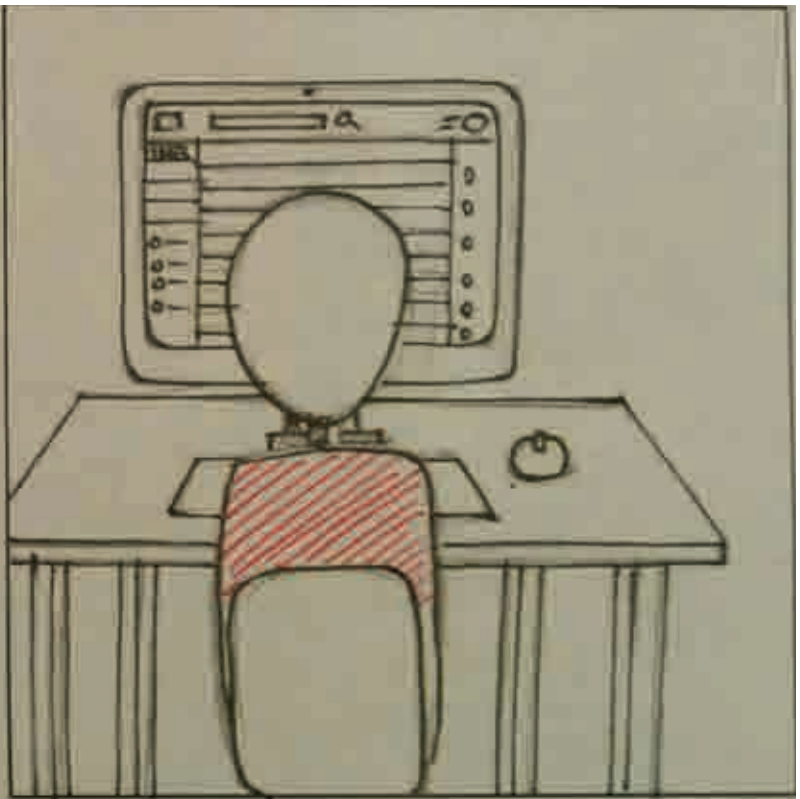
Wally is excited and gets to the market early so there is no rush to unpack his car and set up all his supplies needed for the day. He finds a SCAD staff member and rents transaction equipment.



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!