TEAM 2

PROHIBITION SMUGGLING 101

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DESIGN SPACE

Uncover the ingenious **methods** previously employed by **smugglers** and mobsters. We will take you along on an **interactive experience** to **deliver alcohol** to **speakeasies** during the Roaring Twenties!

Rum Runners Caught

PROJECT OVERVIEW

GOAL

This project aims to **educate** and **engage** guests by guiding them through an **immersive** museum **journey** on **alcohol smuggling**, capturing interest at three touchpoints.

USERS

18+ without parental guidance

Accommodations for the hearing and visually impaired

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SECONDARY RESEARCH TAKEAWAYS

Comparative Analysis

- Our experience uses technology to bring a **sensory-filled experience** to our users
- Unlike other experiences, ours **spotlights** the **rum runners' journey** as the main attraction

Competitive Analysis

- Other experiences focus on having a speakeasy as their main attraction
- Other than the speakeasy, most other museums just have a bland walkthrough museum

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DEPLOYING A PROBE

GOAL

01 Understand our feelings and thoughts surrounding our topic

02 Understand what makes an experience interactive

TAKEAWAYS

01 Characteristics to help us design portions of the exhibit

02 Users enjoyed physical interactive exhibits

03 Tough to get people to imagine out of the box concepts

PROBE MATERIALS

SEMI FORMAL PRESENTATION PIVOT!

GOAL

Feedback highlighted **discrepancies** in **invoking consistent emotions** out of the visitors, as well as **maintaining** their **engagement** through many rooms.

ACTION POINTS

01 Revised Journey Mapping

02 Multimedia component (3D Model & Mood Board)

03 Web Experience

04 Testing!

REVISED JOURNEY MAP

Clara, 18 y/o

Clara is a college student who is interested in learning more about how alcohol was transported in the prohibition era

Journey Goals:

- Ability to interact with objects in theater
- Understand the process of smuggling
- Have fun :)

Journey Step	Caribbean	Voyage	New York	Mob	Speakeasy
✓ Actions	• Sounds of footsteps getting on the dock, introduction to crew	• Crew transfers the alcohol	• Arrive to the dock & Unload	• Al Capone's mob encounter • Recruits the smugglers to join the mob	• Enter speakeasy
♡ Feelings	• Rocky feeling & nervousness	• Excited, anticipation	• Tension, nervousness	• Intimidating, stressful	• Comfy, relaxed, happy, final element of surprise
👆 Touch point	• 4D Theatre • Room haptics • Mist spray • Engaging visuals			• Sitting in the theater and shooting gun on the screen	• Exiting to the speakeasy cafe • make your own drink (web experience) • Banging on the door

TOUCHPOINTS & EXPERIENCE

4 Senses

- Touch: Haptics, mist, and motion chairs
- See: Fully interactive 4D movie
- Hear: Story narration, and music
- Smell: Scents that immerse the users into the scene

Shooting Game

- Guests use guns attached to seats to aim at the surrounding screen and earn points

CYO Cocktail

- Through the web experience, guests are able to customize and order their mocktails

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CONCEPT TESTING FEEDBACK

GOAL

01 Optimize user functions and features
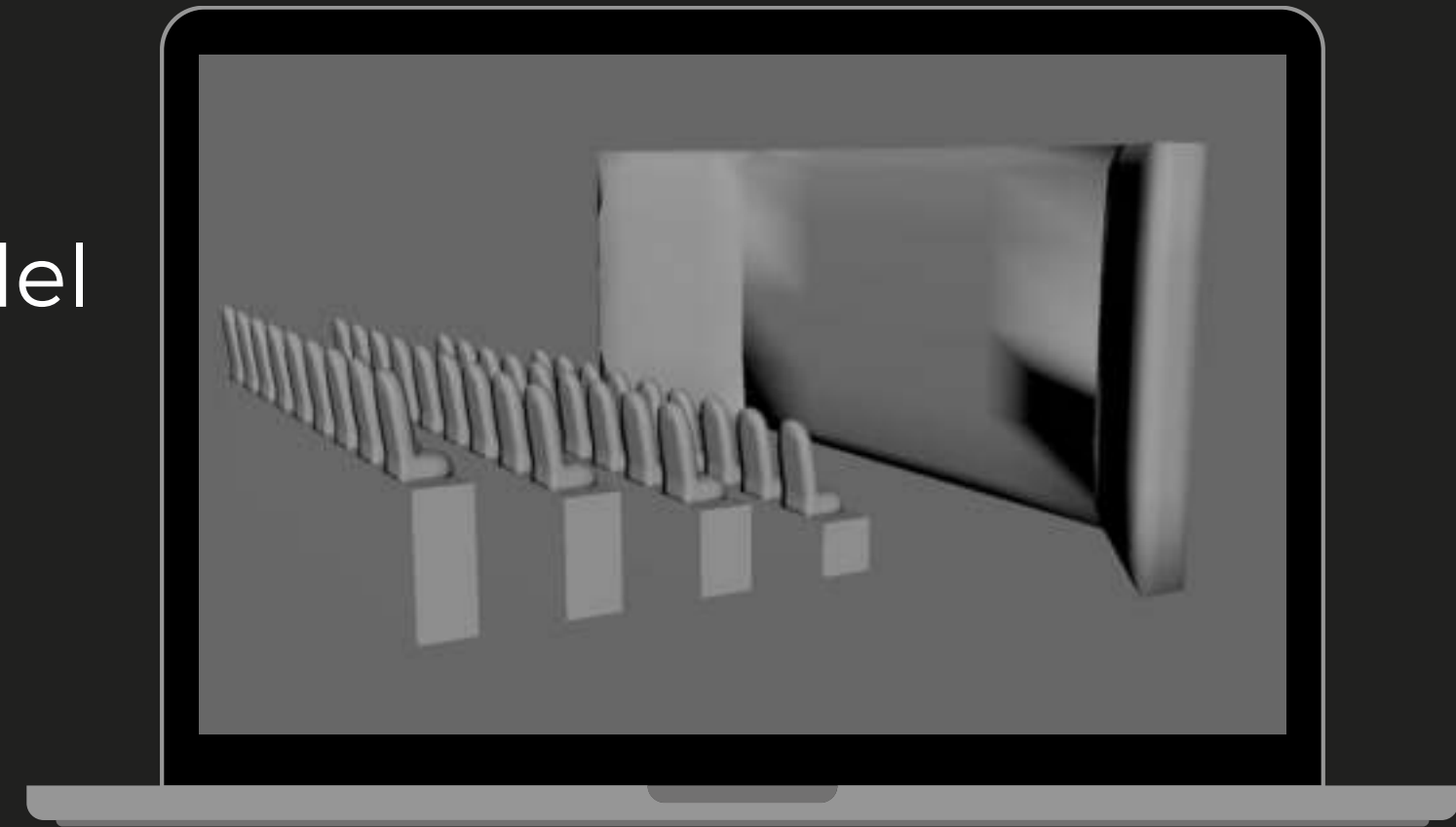
02 Validating design choices

TAKEAWAYS

01 Offer incentives to increase active engagement with the story to make it more immersive

02 Give the visitors a free small souvenir to capture their time at the exhibit

MULTIMEDIA COMPONENT

GOAL

01 Animate the 4D theatre layout in a 3D model

02 Design the Speakeasy mood board

4D THEATRE TOUCHPOINTS

01 Haptics and Sound Effects (Ex: waves crashing, boxes moving, whispers)

02 Competitive shooting game using laser guns: top 3 ranking shooters receive discounts on drinks and merchandise (concept testing)

SPEAKEASY MOOD BOARD

GOAL

01 To find a color scheme for the speakeasy

02 To better understand the furniture that would fit the vibe

RESEARCH BASED TAKEAWAYS

01 Red, black, and dusky white best set the mood for the speakeasy

02 Lounge chairs and rustic accents match the energy we hope to embody

03 Add a photo booth to take a free souvenir photo (concept testing)

THE PLAYGROUND

Harbour Lounge Chair

Glass Bowl Light Fixtures

Pagode Sofa

Cocktail Glass Set

Rustic Birch Planks

Dark Marble Cocktail Table

Black Wired Bar Stools

#BBBAB0

#884F49

#820200

#332E2E

WEB EXPERIENCE MID-FI USABILITY TESTING

GOAL

01 Content Clarity and Task Completion

02 Visual Design and Aesthetic/Vibe

TAKEAWAYS

01 Structure: organize content to provide a clearer understanding

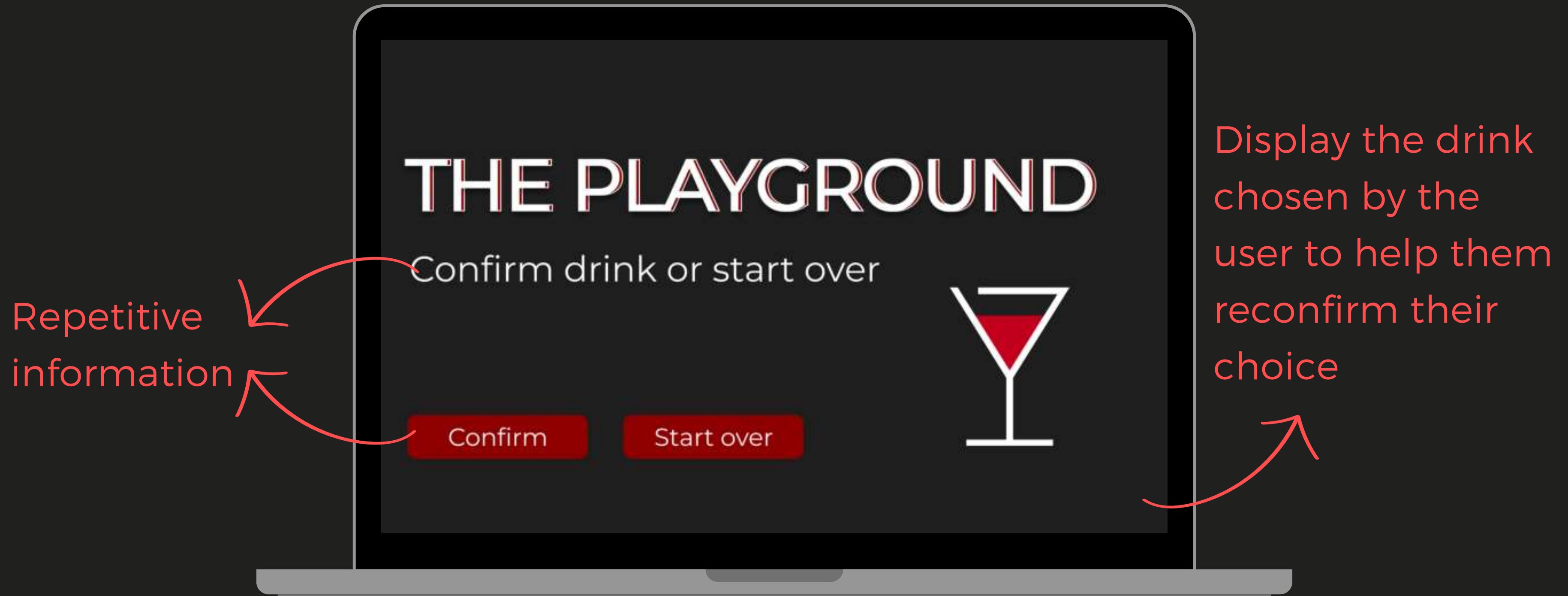**02** Reinforcement: order screen should give a summary of the chosen drink

ADDRESSING PAIN POINTS FROM TESTING

Repetitive information

Display the drink chosen by the user to help them reconfirm their choice

THE PLAYGROUND

Confirm drink or start over

Confirm   Start over

REFLECTION

LIMITATIONS

01 More rounds of testing would have been helpful

02 Resources and time to create professional multimedia components

03 No coding limitations!

NEXT STEPS

01 Complete documentation and ensure proper storytelling

02 Implement the mood board into a 3D model of the speakeasy

03 Revamp the 3D model of the 4D theatre (add lighting, textures, staging)