



A DAY AT THE MUSEUM

PROJECT THREE

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INTRODUCTION

Project Overview

Our team will select a period from the history of design or technology to utilize as the basis for our museum exhibit. Using this theme as a guide, we will find relevant, technologically advanced, and engaging activities that give visitors a sense of embodied participation in the exhibit and help them learn about the historical period via engagement and immersion. In addition to physical or print media within a constructed environment, we will create an integrated set of three touchpoints that range from large-scale to small-scale screen interactions. One of these touchpoints will be an interactive website that our team developed. These interactions should be chosen carefully so it supports the museum's educational objectives and provide engaging visuals.

Project Deliverables

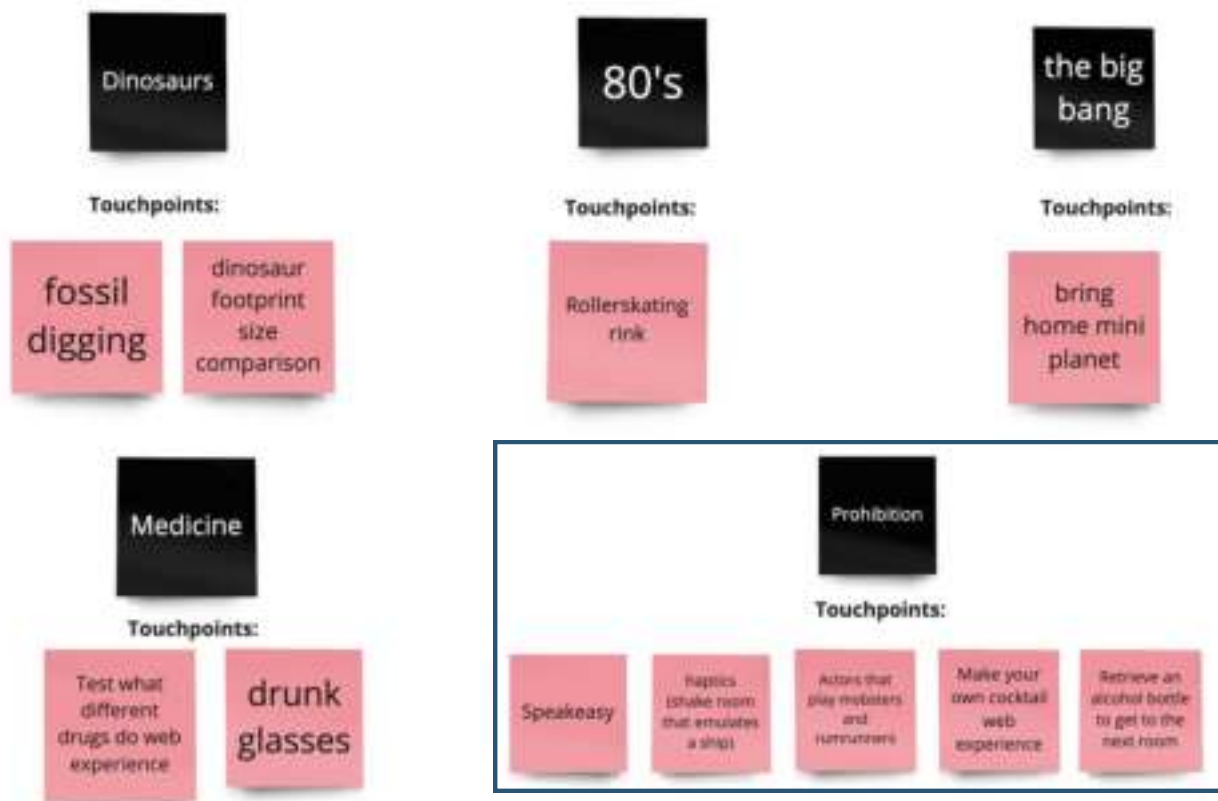
At the end of this project, we will deliver a fully functional responsive, website that will act as one of our web experience touchpoints. Document our full research and design journey to share our goals, results, and takeaways after each activity. In detail, describe the experience, engagement, and education that users will be immersed in. And lastly, summarize our work in a final presentation to show to the class.

IDEATION

Goal

We wanted to finalize our museum exhibit idea early on so we could start addressing the needs of the project. We decided to do a very basic ideation session, where we jot down interesting topics and list potential touchpoints. This helped us eliminate ideas that wouldn't be successful in the long run. The Miro board below shows our selection process.

IDEATION BOARD



Result

Our selection processes left us with the idea of educating our visitors on the journey of smuggling alcohol during the prohibition. Currently, we hope to have haptics, smells, and sounds as our 2 non-physical touchpoints, and a web experience at the end. Our goal is to excite the audience at the end by surprising them with a secret speakeasy that ties into our historical period.

RESEARCH

Goal

To learn more about our topic, our team did a deep dive into the educational aspects that surround our exhibit. We viewed articles and documentaries to get a strong understanding of the steps a smuggler has to take in their journey. The resources used are down below:

01 *Bootleggers & Speakeasies: The Underworld of the Prohibition Era*

- This article helped us understand and decide on the journey that users would take throughout the museum experience.
- It also helped us decide on which actions users would be involved in certain rooms when navigating through our museum.

02 *AMERICA'S ONLY Prohibition museum*

- On this website, there is a timeline of the prohibition era history and it helped us to understand the concept of rum runner and bootlegger and how they were involved throughout the journey.
- Rum runners were individuals or groups involved in smuggling liquor, especially rum, from the Caribbean islands and other places where alcohol was still illegal into the U.S. Bootleggers were individuals who illegally produced, transported, and sold alcoholic beverages within the country.
- This information informed us about the path taken during Prohibition, detailing the journey and activities that unfolded during that era

03 *Prohibition: Speakeasies, Loopholes And Politics*

- This article informed us about speakeasy and their expansion during Prohibition. It illustrates how the ban on alcohol led to a flourishing underground culture of hidden bars and illegal liquor trade across the country.
- The term "speakeasy" itself came from the need to speak quietly or "easy" about such places to avoid detection by authorities
- Speakies were more than just places to drink. They became social hubs where people gathered to enjoy music, dance, and engage in social activities. Their existence reflected a defiance of the imposed laws, creating a sense of rebellion and excitement among the people.
- This also gave us an idea to create a speakeasy cafe so that the audiences could also enjoy and experience about how it was like in the early 1900s.

Result

All team members are proficient with the necessary information needed to illustrate the topic in our exhibit successfully.

COMPETITIVE ANALYSIS

Goal

We used competitive analysis to better our understanding of what exhibits and experiences already exist that revolve around the theme of our project.

01 *The Roar Rush - A Speakeasy Experience*

- Includes a 4 room cocktail experience
- Offers speakeasy experience with live music performances and food

02 *Indiana Roaring 20s Museum*

- Museum's main event is speakeasy with food, drinks, and live music
- With the VIP package, people can use provided costumes to transform into a character from the 20s during their experience

03 *Savannah Museums - American Prohibition Museum*

- Exhibit with prohibition timeline, drinks, real historical artifacts, and cocktail lessons
- Museum's speakeasy is connected to museum which has hours outside of the museum

04 *The Mob Museum - Las Vegas*

- Includes various interactive experiences
- Spotlights their underground speakeasy (which functions similar to the Savannah Museums)

Result

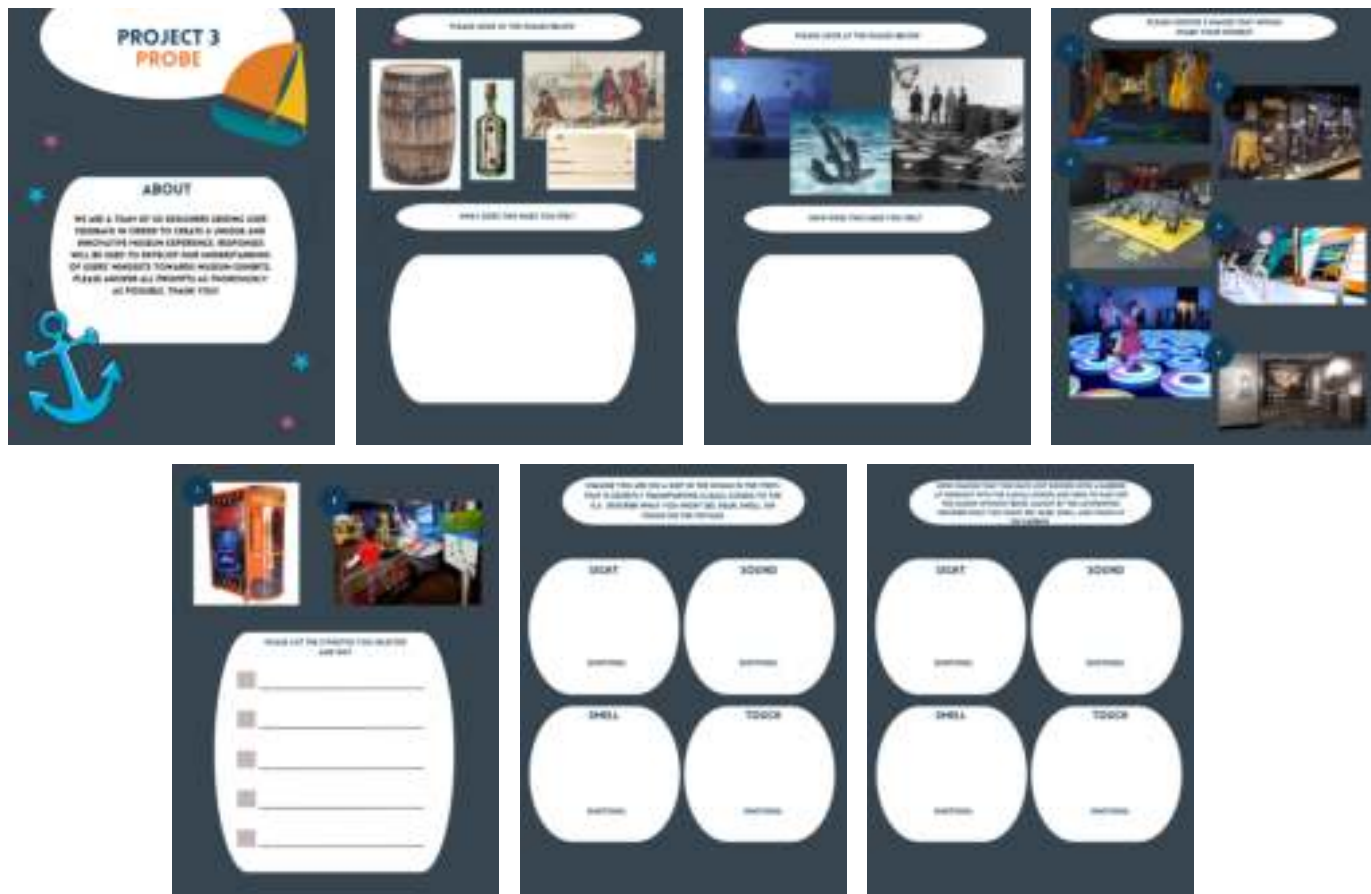
The major takeaway from our competitive analysis is that other experiences spotlight the speakeasy while neglecting the historical aspects of the prohibition era. We want to balance education with engagement, therefore our exhibit is specifically going to narrate the journey of smugglers in addition to the non-physical touchpoints.

CULTURAL PROBE

Goal

Museums can be highly interactive spaces for guests. It was critical to the success of the project to understand what kinds of experiences guests enjoy and the kinds of emotions to evoke at the exhibits. The type of data we want to get requires more probing of participants than what we could get from an interview.

Probe Documents



CULTURAL PROBE

Cultural Probe Introduction



Goal: Describing the activity to participants, to help them understand the purpose of the probe

Invoking emotion



Task: Participants describe their thoughts and feelings from the given images

Purpose: Understand users' initial thoughts towards alcohol smuggling

CULTURAL PROBE

Invoking Emotion continued



Task: Participants describe their thoughts and feelings from the given images

Purpose: Understand users' initial thoughts towards alcohol smuggling

Identifying engagement



Task: Participants select images of exhibits that would spark their interest and keep them motivated to finish the entire exhibit. As well as have them exit the museum with a positive experience.

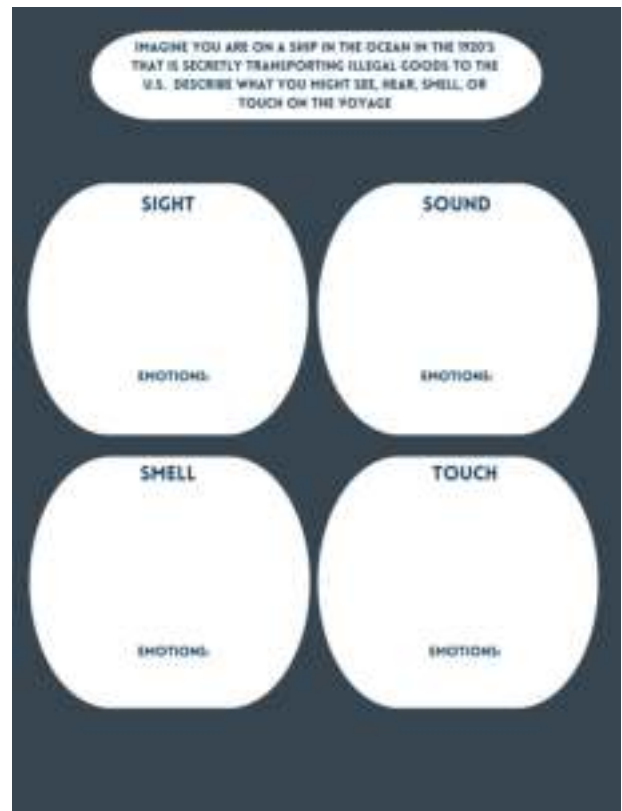
CULTURAL PROBE

Identifying engagement



Purpose: Identify the type of experience users expect from a prohibition exhibit (thrill/entertainment level); Understand what keeps users engaged

Understanding the five senses



Task: Using the given scenarios (cont. on the next page) participants list what they might see, hear, smell, and touch

CULTURAL PROBE

Understanding the five senses continued



Purpose: Identify the haptics and sensory stimulators to deploy throughout the experience

Result

The activities provided us with key insights into users' needs, and the sights, sounds, smells, etc. that they expect to experience. We have a clearer idea of the emotions to evoke from users during the experience and how to go about evoking them.

However, in hindsight, the tasks may have provided some inaccurate information. It is difficult for participants to describe exactly how they would feel in the final activity specifically because no one truly knows what rum-running is like-- they can only assume what they might have felt.

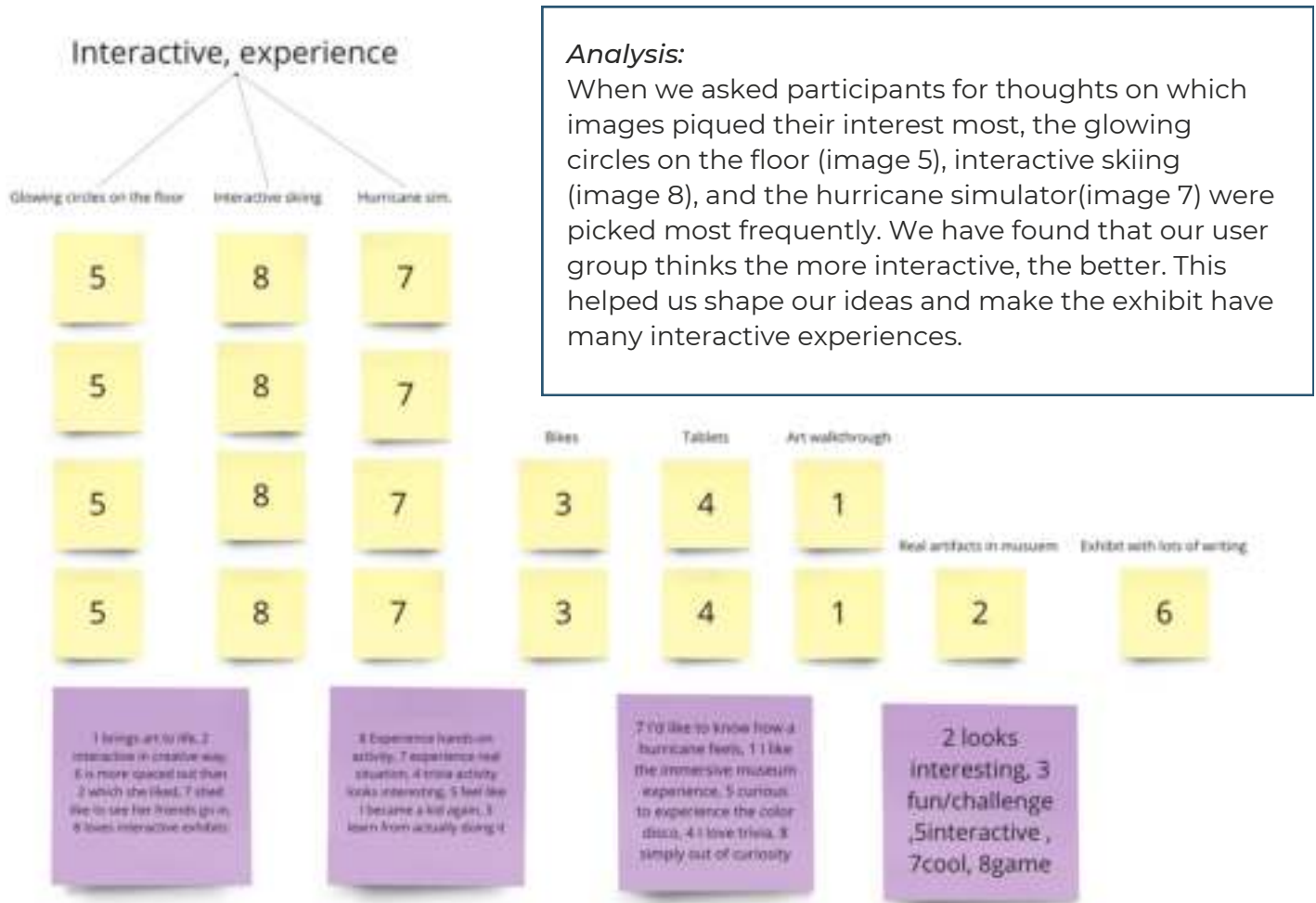
SYNTHESIS

Reflection

Results from the cultural probe helped our group get into the minds of our users to make them feel as if they were rum runners. We gathered their thoughts, emotions, and ideas to accurately recreate the experience we wanted to give for this prohibition museum. We listed all answers from the cultural probes and created an affinity diagram to organize ideas and find the biggest takeaways. The insights gained from the diagram assisted us in designing a user journey map that define the visitors experience.

Prompt: "Please choose 5 images that spark your interest."

Images of museum exhibits that sparks participants interest



SYNTHESIS



Prompt:

“Imagine you are on a ship in the ocean in the 1920’s that is secretly transporting goods to the U.S. Describe what you might see, hear, smell, and touch.”

Analysis

When we asked for participants' ideas of sight, sound, smell, and touch in this atmosphere, we found many common answers. Many participants felt wood on the ship, smelled salt water, heard waves and quietness, saw boxes and boats, and felt scared. This data guided us to implement sounds of docks, waves, creaking, and whispering into our first room. We also added a physical touchpoint of feeling as if you are swaying back and forth.

SYNTHESIS



Prompt:

“Imagine that you have just docked into a harbor at midnight with the illegal goods, and need to pass off the goods without being caught by the authorities. Describe what you see, hear, smell, and touch while you are at the harbor. “

Analysis

When we asked participants for thoughts on this atmosphere, we found pretty similar answers. Smelling salt water, touching wood, hearing whispers and quietness, seeing darkness, and feeling uneasy. From these insights, we added water spray to spray on our users, as well as a room that shakes along with audio.

JOURNEY MAPPING

Goal

The user journey map was created to help understand user behavior, improve users' experience, and understand users' routes and touchpoints throughout the exhibit



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 museum
- Understand the process of smuggling
- Have fun :)

Journey Step	Caribbean	Voyage	New York	Mob	Speakeasy
<p> Actions</p> <ul style="list-style-type: none"> Enter the dock 	<ul style="list-style-type: none"> Transfer the alcohol 	<ul style="list-style-type: none"> Arrive to the dock & unload 	<ul style="list-style-type: none"> Al Capone's mob encounter Recruits the smugglers to join the mob 	<ul style="list-style-type: none"> Enter speakeasy 	
<p> Feelings</p> <ul style="list-style-type: none"> Curious, anxious, excited 	<ul style="list-style-type: none"> Excited, surprised 	<ul style="list-style-type: none"> Tension, nervousness 	<ul style="list-style-type: none"> uncertainty, intimidating 	<ul style="list-style-type: none"> Comfy, relaxed, happy, final element of surprise 	
<p> Touch point</p> <ul style="list-style-type: none"> Loading alcohol onto boat Sounds: docks, waves, creaking whispering Physical: Feels like you are swaying back & forth 	<ul style="list-style-type: none"> Traveling to destination Room that shakes with audio Water spray Al capone steals alcohol on the way 			<ul style="list-style-type: none"> Exiting to the speakeasy cafe leaving with a photo with the family make your own drink (web experience) Banging on the door 	

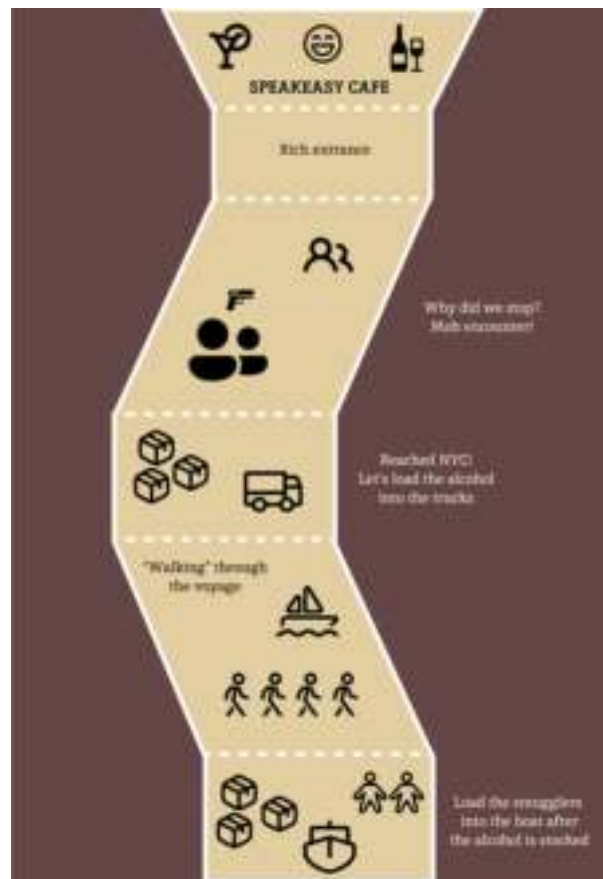
Result

This has helped us understand and plan out which touchpoints are in each part of the exhibit to maximize the users' enjoyment of the experience.

PHYSICAL ENVIRONMENT

Goal

To better grasp the exhibit's flow, we began sketching its layout. This will enable us to pinpoint the specific locations of touchpoints.



Result

By sketching the flow, we were able to distinguish and visualize each section of the museum. Currently, our first touchpoint

SEMI-FORMAL PRESENTATION

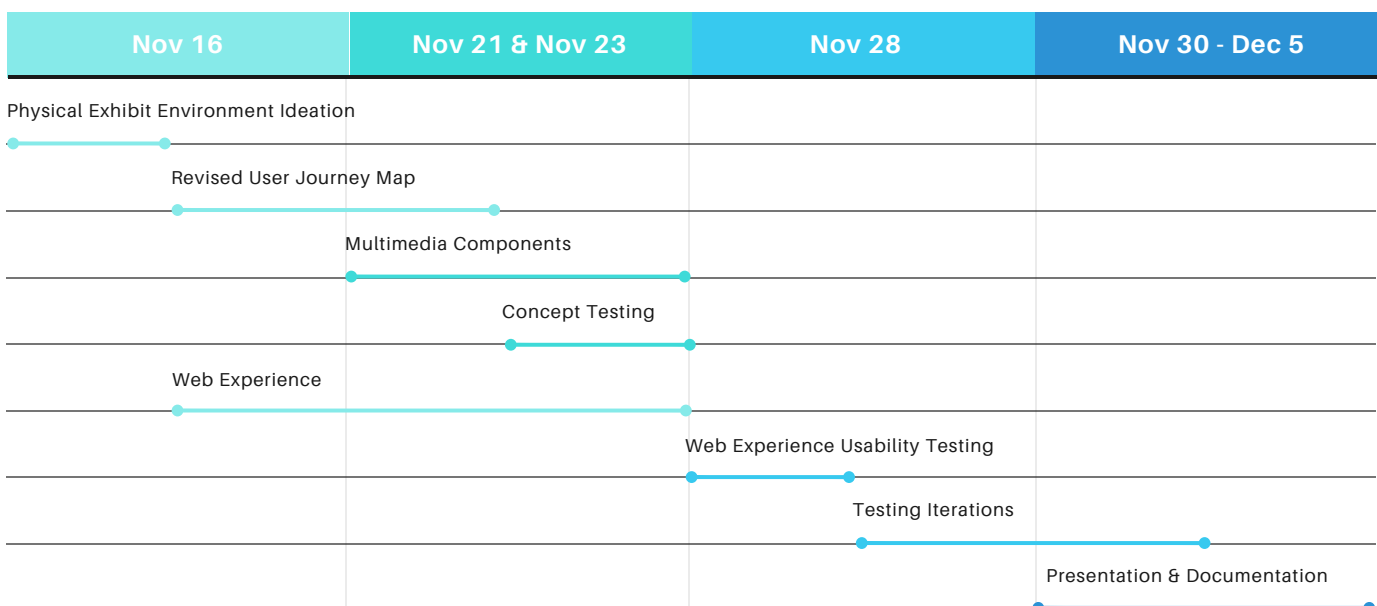
Pivot

Feedback highlighted discrepancies in invoking consistent emotions out of the visitors and maintaining their engagement through many rooms. We were asked to pay attention to helping our users immerse themselves as much as possible in the exhibit to ensure the full experience. This caused us to make some changes to some of the physical aspects of our exhibit.

Action Points

Now that we are moving some of our ideas around, this is a good benchmark to list our next steps till the end of the project deadline. We still need to create the deliverables and go through basic levels of testing for everything we're going to deliver during the final presentation day.

Gantt Chart



NEW RESEARCH

Goal

Since we chose to make a pivot in our project, more research is needed to be conducted! We are switching from a walkthrough to a 4D theatre because we believe that visitors can be more engrossed in the smuggling experience. The research below is to figure out if the 4DX theatre chairs can bring the level of immersiveness we are hoping for. Here's the link to our [Reddit deep dive](#).

01 4DX Theatre Seats Opinion #1

- Response: "Holyyyyyyy crap did that **exceed my expectations**. In the age of streaming and piracy, 4DX is the future of cinema and I'm all here for it. Obviously, I don't think 4DX will ever replace 2D cinema completely, there will always be a demand for that for obvious reasons, but 4DX really does feel like the natural step forward. I feel the same excitement for 4DX as I do for VR games, where it **makes the experience feel more impactful because it's much more immersive**, and it feels like the medium has finally adapted to the modern age."
- Analysis: User had a positive time sitting in a 4D theatre and it made a significant impact on her viewing experience

02 4DX Theatre Seats Opinion #2

- Response: "The quality/quantity of the 4DX effects most likely depends on the theater that you go to, and how well these effects are implemented probably varies by movie. The **implementation** of the 4DX effects is basically **an art in of itself**. If the 4DX effects are implemented well, it can really **make a movie feel 10x more immersive**. If the 4DX effects are implemented poorly, it can **make the experience feel more like a gimmick**."
- Analysis: User had a positive time viewing the movie in a 4DX theatre, praises the quality of effects produced by the chairs.

03 Thoughts generated by the effects

- Responses
 - "Water/mist effects (At one point, the **movie showed a shot of it raining outside and it really felt like I was in the middle of the rain**, although I didn't get that wet. I'm very curious to know how that worked. The water effects can be turned off, but my friend turned it off and still got wet, so be warned)"
 - "Smoke/fog effects that would occasionally fill the theater (At one point this was **combined with wind effects, which was really cool**)"
 - "Air blasts, both at your feet and head (Ex: a lady enters an attic and the **seats blasts air at your feet to simulate rats scattering the floor**. Honestly not as annoying as it sounds, although the movie I saw used it sparingly)"
- Analysis: The effects helped the narrative of the movie not only be visualized better but turned the view into an character in the movie.

Result

The Reddit dive was super helpful to get real authentic opinions on these seats. It's hard to test a feature that's not directly in front of our participants, so at least we know that the new pivot sets us on the right track.

REVISED JOURNEY MAPPING

Goal

Following the feedback received from our semi-critique presentation, we've refined our user journey map. The main point of this revised map is to craft a distinctive experience for our users. We want users who come to our exhibition to undergo a transformative journey and feel different emotions while learning the history of 1900s smugglers.






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	<ul style="list-style-type: none"> • Sounds of footsteps getting on the dock, introduction to crew 	<ul style="list-style-type: none"> • Crew transfers the alcohol 	<ul style="list-style-type: none"> • Arrive to the dock & Unload 	<ul style="list-style-type: none"> • Al Capone's mob encounter • Recruits the smugglers to join the mob 	<ul style="list-style-type: none"> • Enter speakeasy
 Feelings	<ul style="list-style-type: none"> • Rocky feeling & nervousness 	<ul style="list-style-type: none"> • Excited, anticipation 	<ul style="list-style-type: none"> • Tension, nervousness 	<ul style="list-style-type: none"> • Intimidating, stressful 	<ul style="list-style-type: none"> • Comfy, relaxed, happy, final element of surprise
 Touch point	<div style="display: flex; align-items: center;"> <div style="flex: 1; border-bottom: 1px solid black; margin-right: 10px;"></div> <div style="flex: 1; border-bottom: 1px solid black; margin-right: 10px;"></div> </div> <ul style="list-style-type: none"> • 4D Theatre • Room haptics • Mist spray • Engaging visuals 			<ul style="list-style-type: none"> • Sitting in the theater and shooting gun on the screen 	<ul style="list-style-type: none"> • Exiting to the speakeasy cafe • make your own drink (web experience) • Banging on the door

Result

Creating this User Journey Map has helped us designers understand what users might feel and if it gives them the best educational experience. It also helped us identify new ways to connect with them from the beginning to the end.

THREE TOUCHPOINTS

Goal

Plan out and display our three touchpoints to the best of our ability. We want to take into account our probe synthesis, revised user journey map, and research when finalizing our three touchpoints for the exhibit.

01 5 Senses Effect

- Touch: Haptics, mist, and motion chairs deployed throughout the experience ([Probe Response](#))
- See: Fully interactive 4D movie
- Hear: Audio sounds, story narration, and music
- Taste: Drink a free mocktail in the speakeasy
- Smell: Scents that immerse the users into the scene ([Probe](#))

02 Shooting Game during mobster encounter

- Guests use guns attached to seats to aim at the surrounding screen and earn points ([Revised user journey map](#))

03 Create your own mocktail web experience

- Through the web experience, guests are able to customize and order their mocktails ([Research](#))

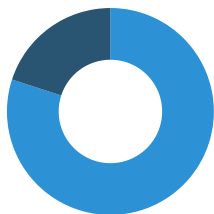
Result

Since the physical environment has now switched from walking through a series of rooms to a 4D theatre, we needed to adjust our touchpoints. We want to know if this style of exhibit is captivating for visitors so our next step is to conduct concept testing.

CONCEPT TESTING FEEDBACK

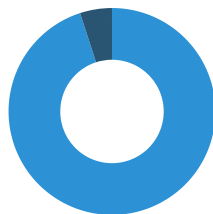
Goal

We hope to get input on our design concepts and ideas before creating our multimedia components. The appendix shows the goal and protocol of the concept testing to make sure it's consistent for all our participants. Here is a summary of the results:



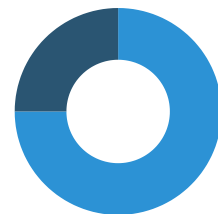
Concept

80% of participants identified the main purpose and concept from the introduction



Engagement

95% believes that the interactive touchpoints included in the 4D theatre and speakeasy will fully immerse the visitors



Inclusivity

75% feel that the overall experience (theatre & speakeasy) is accessible for all users

Pain Points Established

- Offer incentives to increase active engagement with the story to make it more immersive
- Give the visitors a free small souvenir to capture their time at the exhibit
- Try to connect the interior of the speakeasy to the aesthetic of the web experience since it will be presented inside the room
- To increase accessibility give the user the choice of whether to have the 4 senses effect to be turned on or off during the movie. This way they can still be educated about the concept without putting themselves in harm
- Add subtitles/closed captions to the movie
- Give a demonstration on how to use the laser gun before the movie begins so the users are ready when the game starts on the screen.

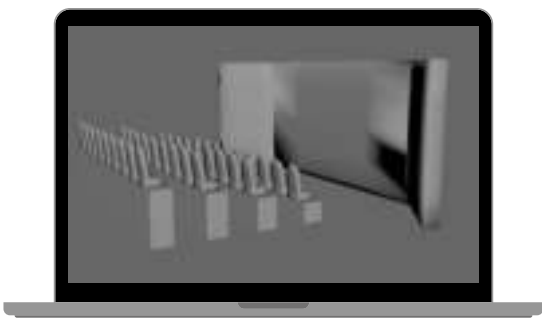
Result

Our analysis of concept testing helps us frame our next steps in the design process. We plan to implement the insights gained from our participants into our final design to maximize the experience.

MULTIMEDIA COMPONENT PT. ONE

Goal

The video below displays a 360-degree model of the updated physical environment. Using Autodesk Maya Animation software, we built the theatre screen and seats to assist in envisioning the exhibit. Additionally, the diagram of the seat down below is shown to describe the 4 senses effect.



Theatre Details

The seats will be arranged in stadium seating, so the screen is easily viewable regardless of where they are sitting. A holder will be fixed on the right side of the chair for them to keep their laser gun, before and after the game. The walls of the room will have surround sound speakers installed and the technology in the chairs will readily be able to turn on and off depending on the user's preference.

Seat Details



Result

Now that the physical environment is created, our next step is to design the speakeasy and start sketching ideas for the web experience. We intend to use the feedback from concept testing and other online ordering websites to support the foundation of our site.

MULTIMEDIA COMPONENT PT. TWO

Research Informed Design



Significance

Warm and uplifting, the color **red** radiates a really strong, manly vibe. The color red is stimulating, stirs up our feelings, and inspires us to act on them. Red ignites our physical life energy because it is the color of activity. It is the hue of sexuality and has the power to arouse more intense and profound emotions in us, such as lust and love in a good sense or retaliation and rage in a negative one.

Effectiveness

Our goal is to evoke similar feelings of secrecy, emotion, and retaliation that were embodied in the 1920s speakeasies.

Significance

Black suggests independence, self-discipline, a strong will, and projecting an air of dominance and strength. Individuals who are drawn to the color black may consider themselves to be smart or extremely dignified, or they may be conventional, conservative, and serious.

Effectiveness

Our goal is to stimulate a sense of timeless elegance that drops visitors into the timeframe without taking away the modern components. Black is an optimum color to bring out the sophistication in speakeasies.



Effectiveness

We want to continue the interior design accents that were used back then. This article highlighted that the flooring was made of wooden planks and the lighting was dimmed. Therefore, we chose rustic birch grey and red stained wooden planks for the floors. Additionally, track light fixtures and decorative luminaires will add to the elegance.

The Difference Between Coffee Tables and Cocktail Tables | Lux Home Decor | Lux...

Uncover the differences between coffee tables and cocktail tables. Find out what sets them apart, and get some stylish home decor tips!

Effectiveness

Figuring out the right furniture to set the tone of the room was very important. We chose white chairs and couches for the sophisticated elegant look and dark marble cocktail tables to dramatically contrast with the seating. We hope this mix of furniture brings a sense of timeless luxury to the room.

Results

We spent a while researching interior design practices to ensure that we could immerse our visitors as best as possible. The colors, furniture, and accents were chosen carefully to provide them with a similar experience. Much of the research was also included when designing for the website.

MULTIMEDIA COMPONENT PT. TWO

Goal

Using concept testing feedback and new research we designed a mood board to display the aesthetic and ambiance of the speakeasy. The research that informed our design decisions is published on the following page.

Result



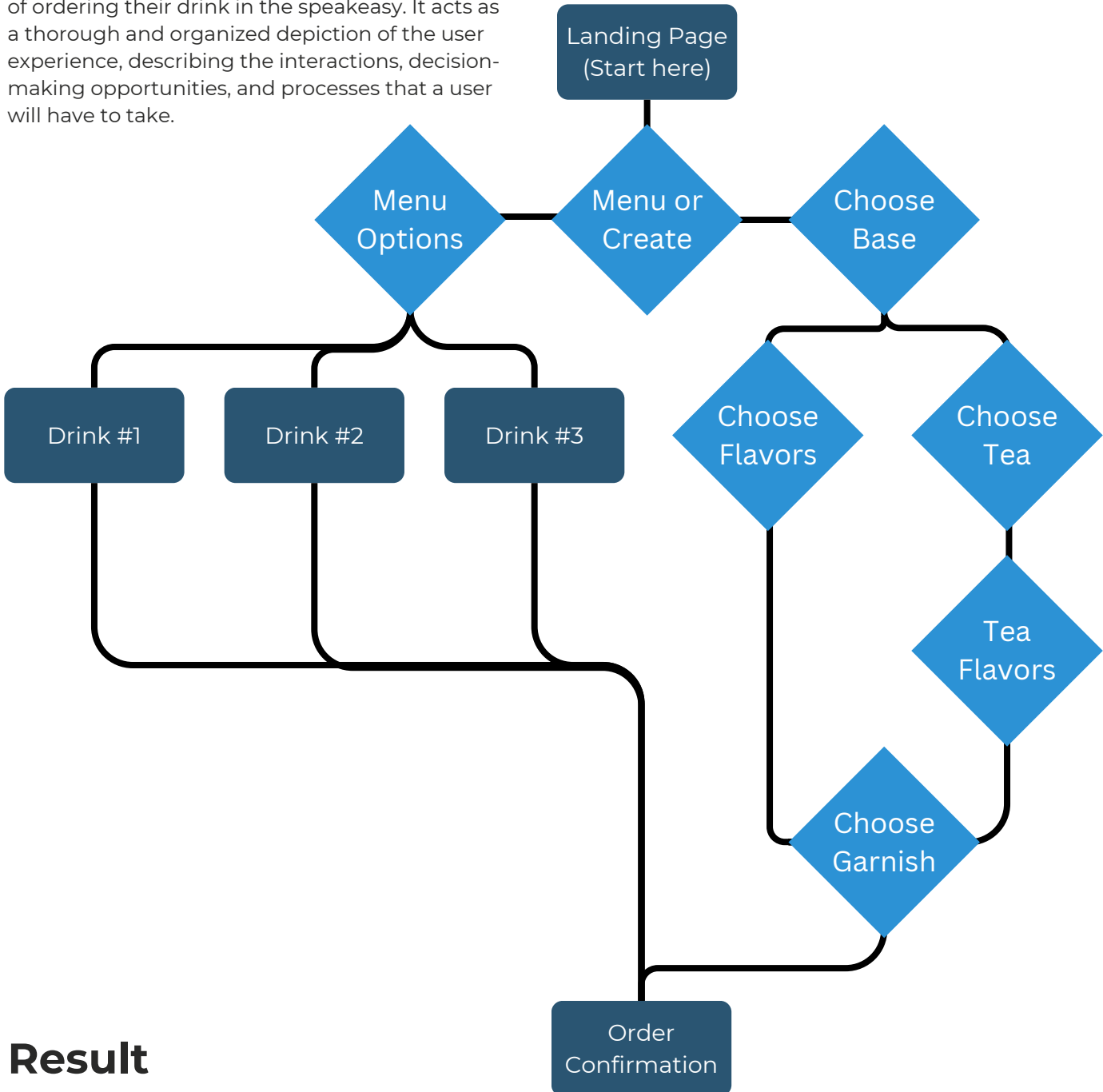
Note

(Unfortunately, we tried using 3D interior software, however, there was little to no room for innovation using the free plan.)

USER FLOW

Goal

The purpose of a user flow chart is to graphically depict the path a user will take on our website, from the first interaction to the accomplishment of ordering their drink in the speakeasy. It acts as a thorough and organized depiction of the user experience, describing the interactions, decision-making opportunities, and processes that a user will have to take.



Result

WEB DESIGN RATIONALE

Goal

Nielsen heuristics, “Match between system and the real world” and “Consistency & standards”, (numbers 2 and 4) specify that it’s good UX practice to implement elements and functionalities that are standard to industry-level platforms. Therefore, we did a deep dive into active applications/websites that are currently being utilized in the world today.

Structure



Gong Cha



Chipotle

[Structure: Image on the right, text on the left]
Recreating the same structure in our website will help the users feel familiar even when utilizing it for the very first time. We want to eliminate the learning curve as much as possible to ensure a smooth and simple experience for all visitors.

Details



Dunkin Donuts



Cinnabon

[Details: Adding extra information to further explain the choice/give instructions]
Since we are providing beverages to our users, their safety is the top priority. Therefore, we want to guarantee that there are ingredients and allergy warnings visible when selecting choices.

Result

Although these platforms are not identical to what we are hoping to create, we were still able to come out of this activity with a strong understanding of the most common techniques employed in these circumstances.

WEB EXPERIENCE MID-FI

Goal

After sketching we decided to jump right into mid-fidelity designs. We researched a couple of sites to understand the user flow of common online ordering pages. For this design we are prioritizing functionality over aesthetic.



Result

Completing the mockups helped us figure out the flow to our site. We are planning to conduct usability testing before heading into the development stages of our website.

WEB EXPERIENCE USABILITY TESTING

Goal

We wanted to synthesize all the data we received from the usability testing with all our participants. Overall we wanted to focus on understanding the user's experience with organization, functionality, and visual design. More information about how we ran each test is in the [protocol](#).

Pain Points Established

01

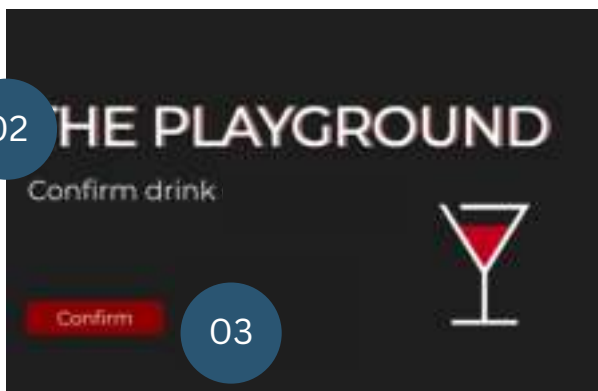


01

Hierarchy of Information

This acts as a framework for attentional navigation, content prioritization, and efficient user interaction with digital interfaces. We were asked to enlarge the image and reduce the size of the ingredients, so users can rapidly find and concentrate on the most relevant information.

02



03

Start Over Button

Adding an option for the user to start over in case they messed up a previous choice, allows for more flexibility and comfort. Including a button next to "Confirm" can take the user back to the "Menu" or "Create your own" page.

Result

The analysis is super helpful and a great start to the beginning of the website development. We are going to take these pain points into account when coding the web experience.

CODING RATIONALE

Goal

This page highlights some of the rationale behind why we chose to code the website in this particular way. A lot of online ordering sites have adopted a single scrolling page for their menu choices. Additionally, coding in animations during transitions from one section to another and microinteractions like switching colors during hovering, elevates the experience the user can have.

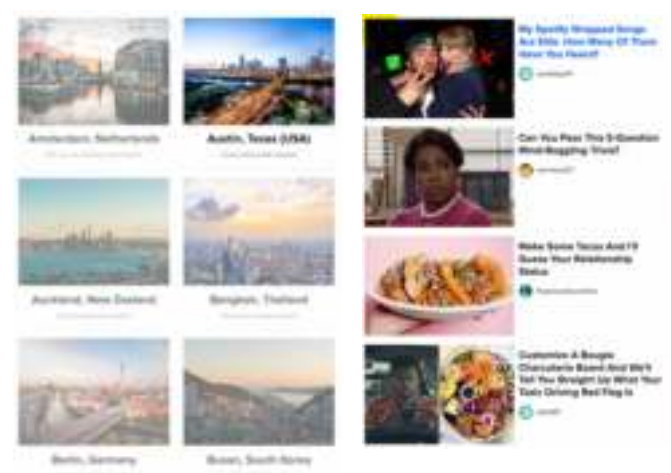
One Page Scrolling & Order Confirmation



Jamba Juice

Customers may easily and intently move through the full ordering process on a single page, saving them from having to refresh or visit many pages. This design strategy reduces friction in the user flow by offering a simple and eye-catching route from item selection to order fulfillment. One-page scrolling websites are also dynamic and interactive, which makes it possible to incorporate visually appealing features on the same page, including responsive order summaries, captivating descriptions, and high-quality photographs. This well-organized display improves user interaction, stimulates menu item exploration, and eventually makes online ordering more pleasurable and convenient.

Microinteractions



Buzzfeed Quizzes

Microinteractions give instantaneous feedback and give the website a responsive, dynamic feel. Examples of these include subtle animations or interactive features that are triggered by user activities. These brief animations can provide context, direct users through the UI, and establish a feeling of flow between their interactions. When used carefully, animated flows can enhance a more intuitive and natural navigating experience. Additionally, effective animations can direct users' attention, highlight important details, and shorten the time between portions. All things considered, the deliberate use of microinteractions and dynamic flow not only enhances usability by offering feedback but also adds a level of sophistication and delight, increasing user engagement and retention.

Result

This as well as the design rationale and the feedback taken from usability testing were the main coding rationale used when creating the website. We want the experience to be as effortless and captivating as possible.

DESIGN SYSTEM

Goal

Throughout the product development lifecycle, consistency, effectiveness, and user happiness are guaranteed by establishing a design system. A design system ensures a consistent visual and interactive language throughout a product by providing a set of rules, concepts, and reusable elements. This consistency, which provides a library of standardized components, not only improves usability but also speeds up the development process. Design systems' scalability makes it possible to add new features with ease and still provide a consistent user experience. We hope that the branding we create with the elements in our website can stick with our users for a while. And possibly excite them to come back and experience it again.

Typography



Color



Buttons



Logo



CONTINUED DESIGN SYSTEM

Menu Media



Garnish



Flavors



FINISHED WEB EXPERIENCE

Result

Our journey in developing and testing our website has come to an end! We plan to have multiple self-standing screens along the side of the speakeasy close to the bar for visitors to order their drinks. The visitors will be given a fake smuggler ID before the exhibit opens and will use that ID to purchase the drink. Each visitor will be given one free drink. The ID will help us keep track of who's ordered a drink, by asking them to scan their IDs to get to the landing page. Once they've confirmed their order, a receipt will be printed, and the user will be asked to listen for their number at the bar. This process is to guarantee that each visitor receives only one free drink and they'll be able to pick up their drink at the bar similar to what men and women did during the 1920s!



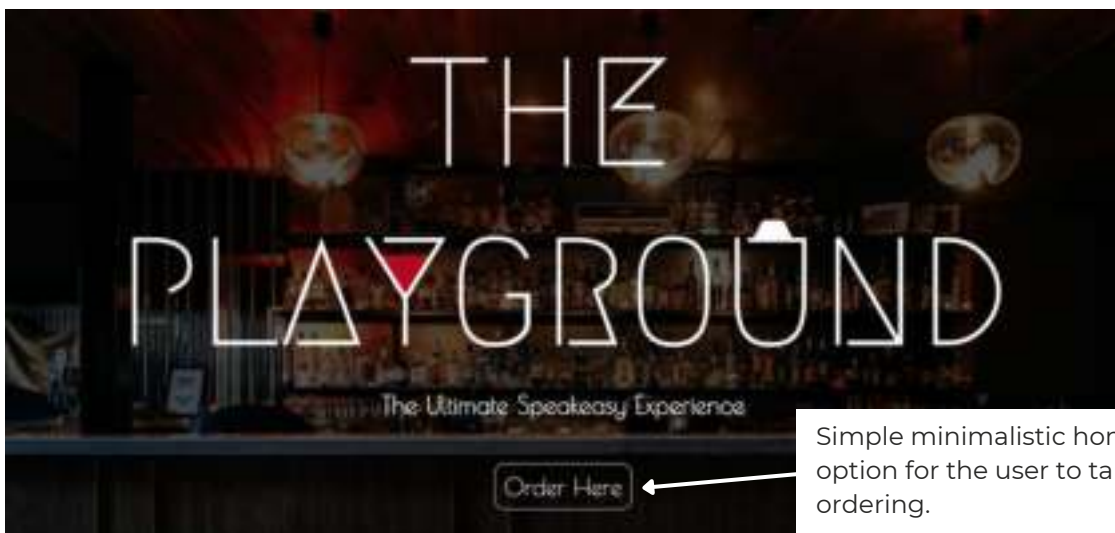
Click the laptop to check out the website

WEB EXPERIENCE SCREENS

Goal

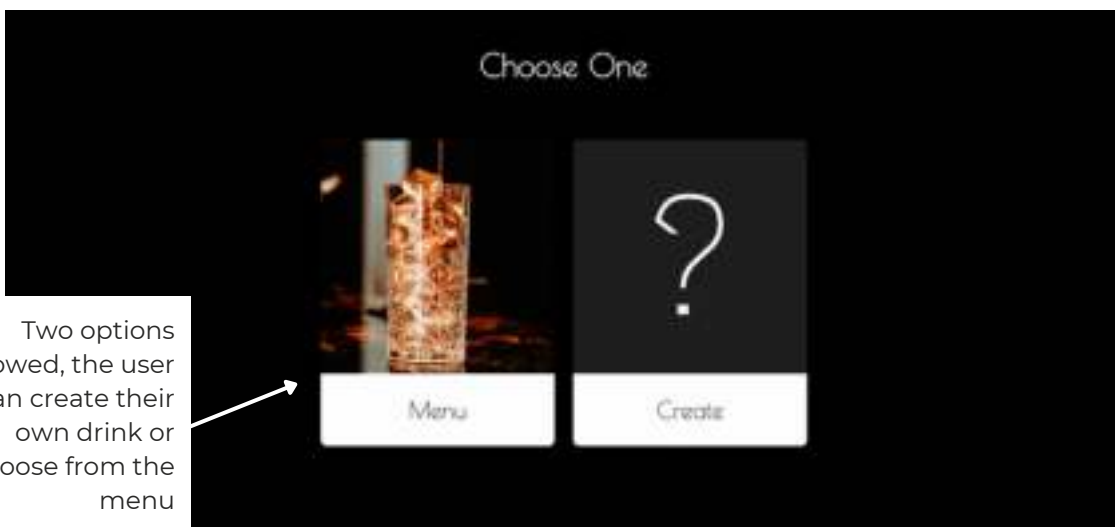
To show our features and flow of the website better, here is the breakdown of all the screens in our web experience.

Home Screen



Simple minimalistic homepage with one option for the user to take to start ordering.

Menu or Create Screen



Two options allowed, the user can create their own drink or choose from the menu

WEB EXPERIENCE SCREENS

Menu Options

The ingredients are shown using a microinteraction when you hover over the option.

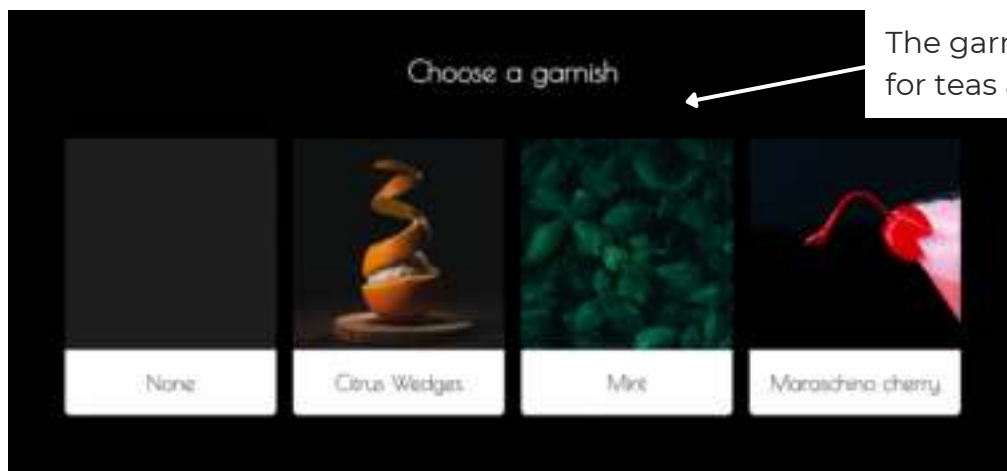


WEB EXPERIENCE SCREENS

Juice & Club Soda Creation



This is the order a user will take if they want to order a specific juice or soda drink



The garnish is available for teas as well.

WEB EXPERIENCE SCREENS

Tea Creation

This is the order a user will take if they want to order a specific tea



WEB EXPERIENCE SCREENS

Order Confirmation Screen



Result

We're really happy with the way the web experience turned out. We were able to address many of the pain points given to us as feedback in the usability testing, as well as utilize a good amount of the design and coding rationale. We wanted to make the website as interactive as possible so we added automatic animations after a user clicks on each choice. This added functionality builds on the sophistication and professionalism of the site.

LIMITATIONS



Emotions

Throughout our experience, we hope to elicit different emotions within our guests. However, it remains challenging to completely discern the specific emotions they may be experiencing.



Comprehension

While one of our primary objectives is to educate our guests about this era, we heavily depend on immersive touchpoints that evoke emotions. Because our emphasis is on immersion, we may encounter challenges in effectively conveying information, potentially hindering our guests' full comprehension of the historical context.



Time

Due to time constraints, we couldn't carry out an extensive number of testing. Given additional time, we would have engaged in more rounds of testing and iterations to further refine our approach.

NEXT STEPS

If we were to continue this project...

Looking ahead, our team aspires to build upon the valuable insights gathered from extra rounds of testing, aiming to enhance the museum design.

Using critiques and feedback from our presentation to improve our design as well as revamp our multimedia components.

Our commitment lies in a continuous and thorough iteration process, ensuring that we not only incorporate feedback effectively but also delve deeper into perfecting every aspect of the museum's conceptualization and presentation.



CONTRIBUTIONS

Aashika Prekh

In this project I completed the development of the web experience, concept testing, touchpoint iteration, usability testing, addressing all pain points, and wrote/designed the documentation and presentation.

Claire O'Malley

In this project I had helped create as well as conducted a cultural probe. I had also created an affinity diagram from our cultural probe findings, ideated for our project idea/individual exhibit, and did secondary research in order to understand this historical event.

Daphnee Delisha

In this project I conducted some secondary research, prototyped the layout through figma, wrote the user testing protocol, and worked on the documentation and presentation as well.

Damaris Adeniji

In this project, I conducted a cultural probe to learn more about what our users like and want. Then, I did concept testing to figure out what we needed to improve in our design. Finally, I made a journey map to understand how people feel and what they do when they visit the museum.

Logan Carter

In this project, I conducted a cultural probe, synthesized findings from all the cultural probes, conducted competitive analysis, created sketches for the physical museum environment, and ideated on the journey map.

Maddie Braile

In this project, I created and contributed to the ideation board, conducted secondary research, created and conducted a cultural probe, and ideated on our three touchpoints.

Seoyeon Lim

In this project, I helped create a journey map to help understand user behavior throughout the exhibit and also conducted some secondary research that contributed to shaping our museum experience.

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TESTING GOALS

Concept Testing Goal

- 1) Evaluate the effectiveness and engagement levels of our museum design
 - a. What catches their eye, and what isn't working?
- 2) Clearly communicate to our participants the route through the museum and the sequence of events.
- 3) Highlight whether the intended emotions are experienced throughout this journey, and actively inquire about the reasons behind these feelings.
- 4) Minimize any biases and assumptions that may fall into our interactions with participants.
 - a. Understand that participants may not 'get' our design, and feedback may not align with our ideal project path.

Usability Testing Goal

- 1) Evaluating a product or system's usability, efficacy, and user pleasure is the main objective of usability testing in UX design
- 2) Identify any problems, difficulties, or areas of friction that users might run into
- 3) Learn about the readability of the navigation, the clarity of the design elements, and the overall user experience
- 4) Ensure that the product not only satisfies our project guidelines but also, and perhaps more crucially, fits the wants and expectations of the visitors at our exhibit

CONCEPT TESTING PROTOCOL

Protocol

1) Introduction to the Concept:

- Show the semi-formal presentation and explain the revised user journey map

2) Clarity of Purpose:

- Are you able to identify the main theme or purpose of this exhibit?
- Any elements that were unclear or confusing in conveying the exhibit's message?

3) Physical Environment:

- Does the 4D theatre seem appropriate for the narrative the exhibit is trying to portray?
- Do you see any restrictions or issues arising with this layout?

4) Engagement & Interactivity:

- Which parts of the exhibit captured your attention the most?
- Did you feel engaged with the content, and if so, what specifically kept you engaged?
- Were there any interactive features shared that you found particularly interesting or enjoyable?

5) Information Delivery:

- How did you find the way information was presented within the exhibit?
- Were there any methods of information delivery that stood out to you, positively or negatively?

6) Memorability:

- Are there specific aspects or content within the exhibit that you think you will remember after leaving?
- What, if anything, left a lasting impression on you?

7) Accessibility:

- Did you feel the exhibit was accessible to a diverse audience, including individuals with different abilities?
- Were there any elements that could be adjusted to make the exhibit more inclusive?

8) Overall Satisfaction:

- On a scale from 1 to 10, how satisfied are you with your experience in this exhibit?
- What, if anything, would you change to improve your satisfaction with the exhibit?

9) Improvements/Ideas:

- Based on your knowledge of the exhibit, do you have any last-minute ideas for improving the exhibit concept to better the experience?

USABILITY TESTING PROTOCOL

Protocol

1) Introduction to museum exhibit:

- Introduce the concept by showing the semi-formal presentation and explain the revised user journey map
- Describe the role that the website plays in the exhibit

2) Website Walkthrough

- Offer 5 minutes for the user to navigate through the app freely (Ask them to share their thoughts out loud)
 - Did you find the steps on the site clear and understandable?
 - Can you describe the process a user would take to select a drink?

3) Questions

- Navigation and Layout:
 - What do you think about the organization and layout of the website?
- First Impressions:
 - Describe your feelings when you landed on the homepage
 - Did the website's design and aesthetics resonate with the energy of a speakeasy?
 - Explain what a speakeasy is if the participant doesn't know
- Content and Information:
 - Were there any sections where you felt the instruction provided was insufficient?
- Interaction and Functionality:
 - How would you rate the responsiveness and interactivity of the website's elements?
 - Did any of the section's not work as intended?
- Visual Design
 - Did the color schemes, fonts, and overall aesthetic match flow well together?
 - Did you particularly like or dislike a specific feature or element?
- Accessibility:
 - Did you experience any issues in accessing the website components, considering color contrast, font size, or image viewability?
 - Do you feel the website is accessible for users with different abilities?

4) Overall Satisfaction:

- On a scale from 1 to 10, how satisfied are you with your overall experience on the website?

5) Improvements/Ideas:

- Based on your knowledge of the exhibit and your experience using the website, do you have any suggestions for improvement?