

# the wing



December 05, 2018

*Observations and interviews with*

## Visitors

*Leah Shin, Nicole Lee, Kevin Laird, Sergio Mejia*

**IMD 481**

Research Report  
and Story Board

# the wing

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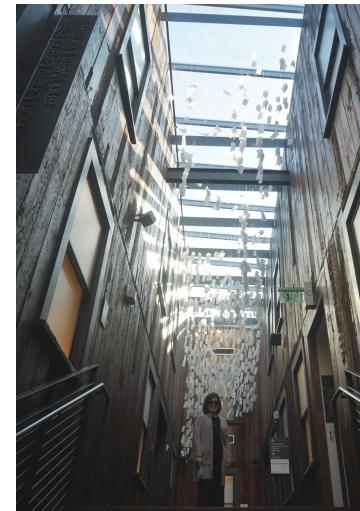
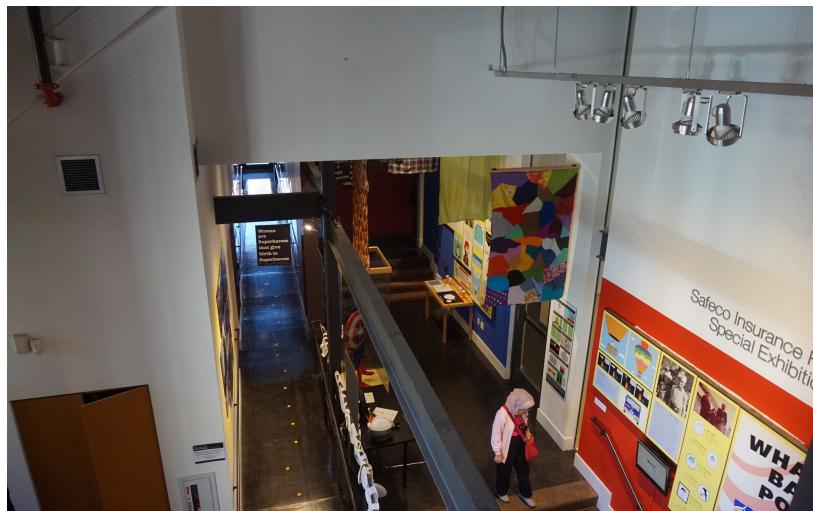
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the wing

[www.tinyurl.com/wingimdresearch](http://www.tinyurl.com/wingimdresearch)

# executive summary

The very first steps an individual takes within a museum can shape their entire visitor experience. The better experience they have will increase visits and enhance the percent and value to boost sales. Additionally, it allows the visitors for an easier, enjoyable and more satisfying experience as they explore exhibits.

This fall quarter, our IMD group will be observing the current visitor experience at the Wing Luke Museum. We will be conducting ethnographic research, observations and visitor interviews. Through those steps we will be mapping out the wholistic visitor journey, starting from the arrival at a venue to entering through the front doors and walking throughout the space.

**In this report, we showcase the analysis of the observations and in-person interviews:**

10/4 Annotated Combined Field Notes

10/13 & 10/14 Annotated Combined Field Notes

10/22 Annotated Combined Survey Notes

Combined AEIOU Design Thinking Worksheet

Storyboard Solutions

We include final recommendations from coding the data above and finding patterns. Our recommendations range from exterior signage to the front desk welcome and visitor guide.

## meet the team



**LEAH**

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I am fascinated by people and human-centered in everything I do. My passion to build products to make humans lives easier.

**NICOLE**

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My passion in human centered design lies in learning how to create easier and efficient experiences.

**KEVIN**

[kevinl16@uw.edu](mailto:kevinl16@uw.edu)

I am passionate about creating experiences that will have lasting impacts on people I help and change the world.

**SERGIO**

[smejia14@uw.edu](mailto:smejia14@uw.edu)

interested in learning how technology and design can be used to solve problems within underrepresented communities.

# we design for good

# about our partner



**About Wing:** We connect everyone to the dynamic history, cultures, and art of Asian Pacific Americans through vivid storytelling and inspiring experiences to advance racial and social equity.

As a National Park Service Affiliated Area and the first Smithsonian affiliate in the Pacific Northwest, the Wing Luke Museum of the Asian Pacific American Experience offers an authentic perspective on a unique version of the American story.

## SHANNON URABE

[surabe@wingluke.org](mailto:surabe@wingluke.org)

Wing Luke Visitor Services &  
Events Assistant Manager

Nationally recognized for our work in creating dynamic, community-driven exhibitions and programs, we put our community at the heart of each exhibition we create. The stories you see and hear within our walls are their authentic experiences and perspectives. From the struggles of early Asian pioneers to accomplished works by national Asian Pacific American artists, their contributions give us a look at what it means to be uniquely American. Learn more: [wingluke.org/about](http://wingluke.org/about)

# research methods

Our team structured our data collection in the following:

## 10/4 Field Visit (10:30am-12:00pm):

Our first field visit consisted of meeting our Wing point of contact, attending one of the busiest days of the month (Free Admission on first Tuesday of every month), and getting a feel on the museum space. After this visit, our team collected notes regarding our first impressions with the museum. We compiled photos of key aspects of the in-person visitor experience and visitor guide with annotations on our initial findings. **Deliverables:** 10/4 Field Notes & 10/4 Analysis of Visitor Experience & Visitor Guide.

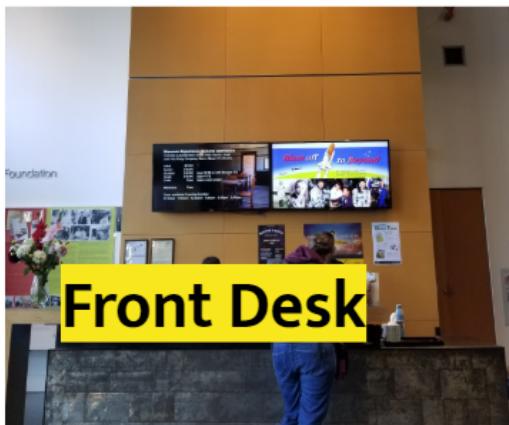
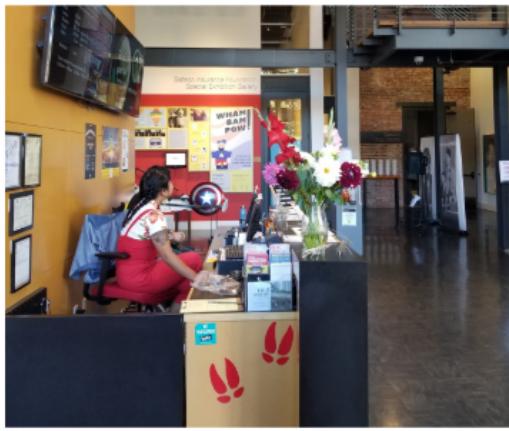
**10/13 and 10/14 Field Observation Visit (varied times):** Our second visit consisted of team members individually toured the museum and selected individuals to observe. We focused on observing experiences from end to end. We ultimately hope to create journey maps of the observations and highlight key aspects of their emotions. At this point, we have detailed notes of the observations and focused on key dialogs, sounds, emotions, and movement. Leah invited her mom to attend the museum where she filmed her visitor journey. She'll be editing these clips together and create a short video to use for research purposes. **Deliverables:** 10/13-10/14 Field Notes & Persona creation.

**10/20 Ethnographic Interviews (1:30pm-3:30pm):** Our third visit consisted of preparing survey questions. The survey questions were built to be answered between 5-8 minutes and a partner system: one individual the interviewer and the other a scribe. We formulated our questions into two sections: 1) Verbal - with a total of eight questions and 2) Interactive - where we created an interactive photo tri-fold board where individuals were to answer the question: "What did you notice?" We interviewed a total of 15 individuals. **Deliverables:** Finalized Survey Questions, Interactive Photo Tri-Fold Board, and Survey Results.



**Outside Wing Luke:** Not very catchy front entrance; historical area but looks fairly new. At first glance this does not look like a museum. It's not entirely welcoming or sparks curiosity to walk in the museum. The windows don't have any posters or large words. There is a sign to the left, but not noticeable from the right. A small stand up sign, but not much context on what is inside.







## Signage



**Generally people walked from:**

1. Wing Luke Story
2. Special Exhibit Gallery
3. Bruce Lee Exhibit
4. Green Hornet
5. Art Gallery
6. Central Gallery
7. Community Portrait Galleries
8. Exit

# Verbal Survey Questions

## Timeframe:

5-8 minutes.

## Partner system:

1 person speaker/interviewer

1 person scribe/holder

## Section 1: Verbal

1. Did your museum experience meet your expectation on a scale from 1-10? (1 low and 10 high).

+What were some of your expectations you had coming in?

2. Is this your first time at the Wing? How did you hear about the Wing?

3. When you approached the outside of the museum what did you notice first?

+Is there anything you wish would be different on the exterior of the museum?

4. What did you first notice when you entered?

+Where was the first place you went? And Why?

5. How was your front desk experience?

+Is there anything you wish that was done differently?

6. Were you given a visitor guide?

## If No -

If you were given a visitor guide would you find it be helpful?

What kind of information would have been helpful?

Would you have referred to it while roaming the museum?

## If Yes -

What did you do with that visitor guide?

Did you look at it?

What kind of information did the visitor guide have?

Did you find that information useful?

Did you refer to it while roaming the museum?

7. How was your exhibit experience?

+Because the tours are self-guided, what would have made your experience better?

+What other services does the museum offer that you know of?

8. Was the museum worth the admission fee?

+Would you visit the museum again?

+Would you refer the museum to a friend?

+Would you become a member of the museum?

# Interactive Survey Questions



## what do you notice?

**13 photos and 10 participants  
this shows our team what is  
effective or not so effective**

# analysis of data

Our team focused on splitting up our coding process into these four parts:

1. 10/4 Annotated Combined Field Notes
2. 10/13 & 10/14 Annotated Combined Notes
3. 10/22 Annotated Combined Survey Notes
4. Combined AEIOU Design Thinking Worksheet

**1**

**2**

**3**

**4**

**Combined 10/22 Survey Results**

First Interview  
2/10  
Visited Bruce Lee's exhibit  
Came for too softball and Bruce Lee exhibit  
Bruce Lee my favorite actress doesn't  
Dishes not Bruce Lee  
Nothing about his movies  
Historical factor  
Friend recommended it  
Friends find the wing isn't  
Sign so small  
Front desk is mediocre  
Not memorable  
Questions from people and not Bruce Lee  
 Didn't look at the user guide  
There's a missing part of the museum  
It's like a movie  
It's like a movie  
It's like a movie  
It's like a movie  
Very small  
Saw the big sign  
Tourists not useful  
Don't care coming in  
Already know where to go  
Confused where bathrooms, layout is weird and hard to navigate  
 Didn't notice signs  
 Didn't notice signs

Second Interview  
Met expectations no expectations  
Not nice or useful  
As a museum lot of good reading

**A**

Open with Google Docs

Activities are goal-directed serial actions. What are the pathways that people take toward the things they want to accomplish, deciding specific actions and decisions? How long do they spend doing something? Who are they doing it with?

**General Impressions/Observations**

① Drown up the slopes - major landmark at the window  
② Some visitors followed yellow dots/footprints  
③ Guests frustrated w/ some technology in the exhibit  
④ People didn't see much use

**Elements, Features & Spatial Notes**

From outside  
Luggage  
Art installation  
Maps/Information  
Labels/Printing  
Tables

**Sketch Summary of Activities**

Sketches of various activities and interactions.

# The three combined annotated documents consisted of:

**1** Using color highlighting to group categories.  
When viewing the combined annotated documents, the key for the color highlights is indicated at the top of each document.

**An example of a category include:**

Yellow: Likes  
Blue: Dislikes  
Green: Suggestions  
Pink: About Visitations

**2** Circles and underlines in the documents group patterns and areas to note.

**Keywords that were discoverable:**

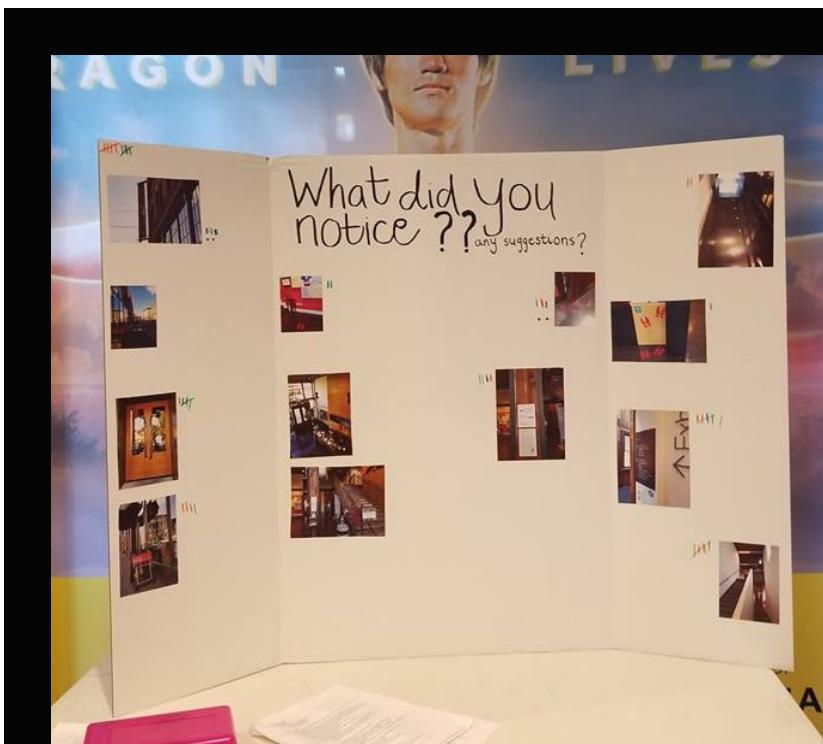
Not welcoming.  
Visitor map.  
Did not notice.  
Lost or confused.  
Challenging or difficult.

**3** Comments and questions left in the document propose a high-level summary on results and questions we can ask to investigate further.

**Notable commentary:**

Mid-day busy?  
Increase signage?  
Why do they not give everyone a map?  
Do they offer Mandarin translated tours?  
Front desk pain points or failing?

## Results of Interactive Survey:



10 participants in the interactive survey.

**Main question:** What did you notice?

Outside sign: 3

Door & Glass "Wing Luke": 5

Mini Sign: 5

Paw Prints & Bruce Lee Dots:

Desk: 1

Yellow Dots: 2

Museum corners: 3

Footprint: 2

Lobby Signage: 4

Exhibit Signage: 6

“

VISITOR:

# THE FRONT DESK IS IMPORTANT WHEN I START

*After interviewing over 15 individuals, the majority of the feedback was stemmed from the starting point. Visitors need to feel like they have an understanding of what is in store, where to go, and what will make their experience a positive one. We want visitors to return and tell others in their network to visit the Wing.*

”

“

## OTHER QUOTES:

**“Didn't know where the Bruce Lee exhibit was. Went upstairs because I thought that there was more space up there”**

**“Didn't start downstairs because it looked like there was no space for exhibits”**

**“Lack of visuals to show there was stuff on the first floor.”**

**“Front desk blending in with the exterior”**

**“Bruce Lee exhibit was not as personal as expected. Had big quotes from other people that didn't even relate to Bruce Lee.”**

**“Had to look for the museum, had a little trouble. Add tent signs, suggestion”**

**“From working experience, nobody reads signs.”**

**“If front desk told her to follow red steps, she would”**

**“Would love virtual tours and find helpful”**

**“Felt like missed some pieces, hard to navigate”**

**“One cool thing they didn't do was historical building tour. Best part of museum”**

**“Not big on tech. Helpful for big visual of map.”**

”

# findings

The findings mirror our original data analysis from our last deliverable from Summary of Data.

## 1. Exterior Signage

Wing Luke main sign too high; need signage on the glass so it's visible eye level. The mini sign needs clearer wording on both sides. Front glass door can provide hours that it's open or the words "come to visit."

## 2. Front Desk Welcome

Consistent greeting and friendly introduction to the museum. The front desk has different speaking points, give or forget to offer visitor guide, do not offer coat check or direction to where to start. The front desk could utilize support to showcases the visitor guide or where to start. A solution: a large visitor map place in the lobby.

## 3. Visitor Guide

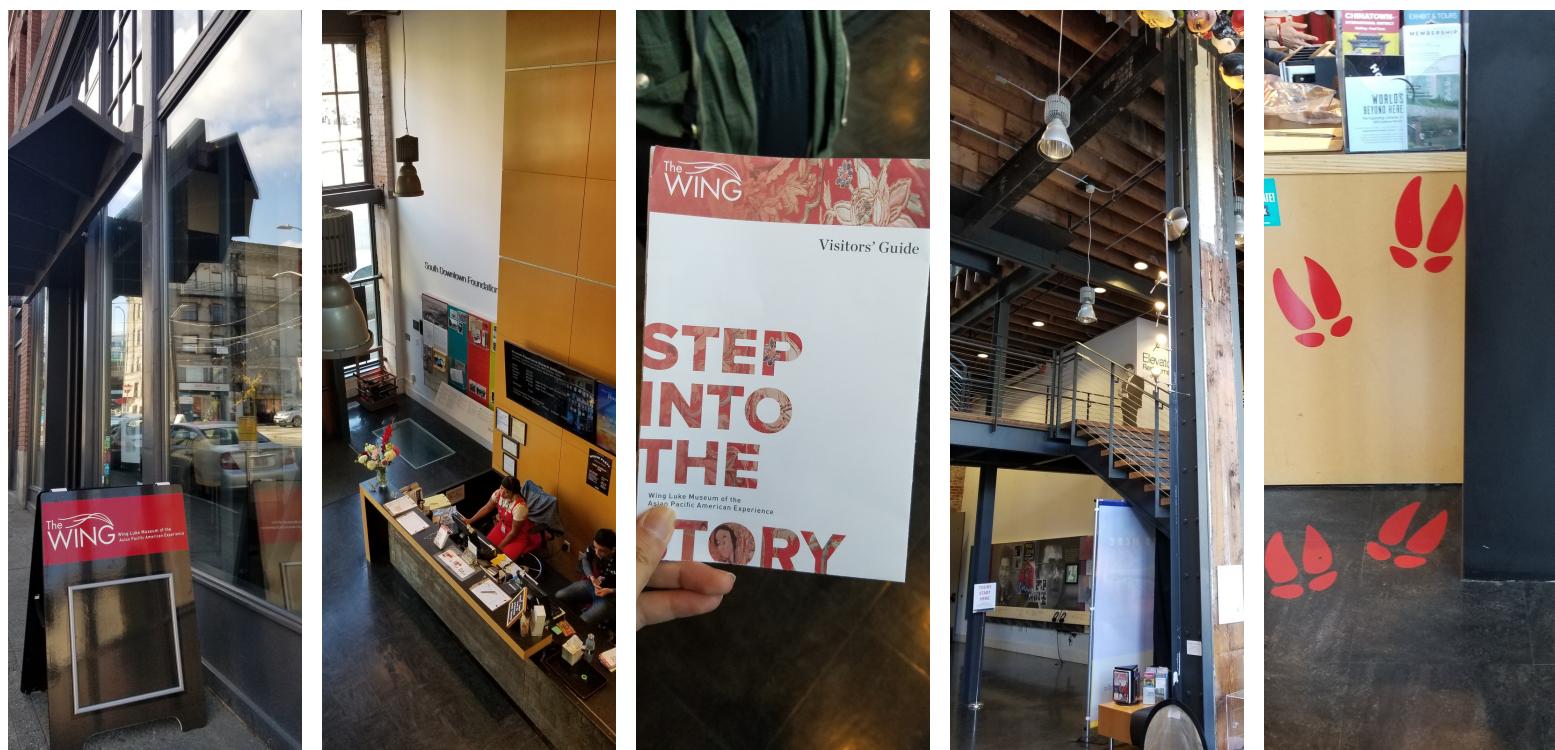
Like we mentioned often times visitors would not reference their visitor guide. A visitor provided a suggestion that there could be more painted "footprints" at key areas in the museum linked to the visitor guide explaining where specific exhibits are. This could be added to the front desk welcome script and would allow visitors to visually see where they are going.

## 4. Lobby Signage

The desk is not the focal point when a visitor walks in, the staircase is. The small printed out signage is noticed but not entirely clear. A more visible sign prompting visitors to start at the front desk. There are two monitors above the front desk. However, it changes often. Should there be static information?

## 5. Self Guided Tour

Visitors mentioned that they liked the liberty to explore through the museum independently. However, not many individuals were able to fully engage with the exhibits, still left confused about where to start or what is important. A recommendation is to have a self-guided auditory phone application, allowing visitors to listen to pre-recorded guides. Even including different language options (focusing on Mandarin, Japanese, Korean, Taiwanese, etc.).



# personas & scenarios



**Traits**

Reader Curious Outgoing Independant Sociable

**Bio**

Samantha is a retiree that loves to spend her free time learning. She frequents museums and loves art. She is especially fond of history, she loves watching documentaries on PBS. She has lived in the greater Seattle area her entire life and loves the diversity of the city. Since she has a lot of free time now she likes to spend it learning about various cultures found in the Pacific Northwest.

**Name:** Samantha Rogers  
**Age:** 68  
**Ethnicity:** Caucasian  
**City:** Renton, Wa  
**Occupation:** Retiree  
**Archetype:** The History Buff

"I want to learn something new about the diversity of Seattle."

**Wants**

- See the guided tour of the hotels
- Learn something unique she can't learn somewhere else
- Check out the Bruce Lee exhibit

**Expectations**

- Learn about AAPI
- Read about art/ artists
- Cost means lots of exhibits

**Visitor Journey**

**1-10 Scale**

Experience	Score
Walking In	9
Front Desk	2
Visitor Guide	1
Exhibit	8
Leaving	4

**Walking In:** The stairs were beautiful, they caught my eye.  
**Front Desk:** Not friendly or informative.  
**Visitor Guide:** Wasn't given one.  
**Exhibit:** Learned a lot.  
**Leaving:** Didn't meet expectations.

**Quotes**

**"I was expecting more..."**  
For the \$17 fee I was expecting the museum to be bigger with more exhibits.

**"I didn't use the guide..."**  
I wasn't given a guide to use or reference during my tour, but I followed the signs.

**"I love Bruce Lee..."**  
I was a huge fan of Bruce Lee growing up. I didn't know he went to UW.

**"Oh this was the Wing..."**  
I walked right past it. The front desk wasn't welcoming.

**Criticism**

- Foot Prints are not useful as a form of navigation.
- Confused about the layout, where are the bathrooms?
- Front desk was not helpful.
- Fee is too expensive

I am a retiree who enjoys spending my time exploring different museums and learning about art and culture. I've been to the Wing Luke Museum at least 4 other times now, and was excited to see the new exhibits on display here at the Museum - I especially love learning about the different cultures here in the city of Seattle and love the diversity associated with the city. I, with my husband, drove over to the Wing Luke Museum, it was somewhat hard to spot due to all the traffic in that area and ornate buildings surrounding it. It's only real landmarks was the tall sign on the side of the building that I only noticed because I looked up and the "frilled" awning over their main entrance. I wanted to see the guided tour of the hotels, learn something unique that I can't learn anywhere else, and check out their new Bruce Lee exhibit.

I expected to learn about the Asian-American and Pacific-Islanders' cultures and history in the Seattle area, read about the different art that's on display. When I got there, there was only one person at the front desk, they greeted me with a very unenthusiastic hello and questioned if I'm here for the museum. I replied yes, speaking for me and my partner - I asked how much it cost to get into the museum. He replied with 17 per person. That was rather expensive so it must've meant they had lots of exhibits. We paid the \$34 plus tax, then explored the museum - the stairs, right away, caught my eye. We explored up there first. My expectations and thoughts were very high when I entered albeit the mishap with the front-desk person who seemed to have little enthusiasm. I was never given a user guide or map, so we had to navigate the museum on our own with no guide. The exhibits were amazing, I really enjoyed them, however, I do have my criticisms. The front desk was not helpful, the fee is way too expensive for what was presented, the layout was confusing, and the footprints as they are now served no purpose on my journey through the building.

**Traits**

- Studious
- Friendly
- Family Oriented
- Egalitarian

**Bio**

Justin is a student at UCLA and is in town visiting the Wing with his mom. He is currently majoring in Asian-American studies. He is interested to find out the similarities between the Asian-American populations that settled in Seattle to those that settled in Los Angeles. Through his studies he is able to connect to the history of his heritage and find out more about his roots in the United States.

**Name:** Justin Li  
**Age:** 22  
**Ethnicity:** Asian  
**City:** Los Angeles, Ca  
**Occupation:** Student  
**Archetype:** Heritage Seeker  
*"From out of town visiting the museum to learn about Asian-Americans in the PNW."*

**Wants**

- Learn about the first Asian immigrants to settle in Seattle
- Learn about the Chinatown neighborhood
- Go on the hotel tour

**Expectations**

- Lots of information about Asian-Americans
- Check out the Bruce Lee exhibit
- Museum will be informative

**Visitor Journey**

**1-10 Scale**

Experience	Score
Walking In	10
Front Desk	5
Visitor Guide	4
Exhibit	9
Leaving	9

**Quotes**

**"It was hard to navigate..."**  
The maze like layout mixed with the subtle signs made it hard to figure out where to go next.

**"Information about the red steps would be helpful..."**  
If the front desk told me to follow the red steps that would have been helpful.

**"Some of the exhibits were hard to find..."**  
It took me a bit to find the Bruce Lee exhibit.

**Criticism**

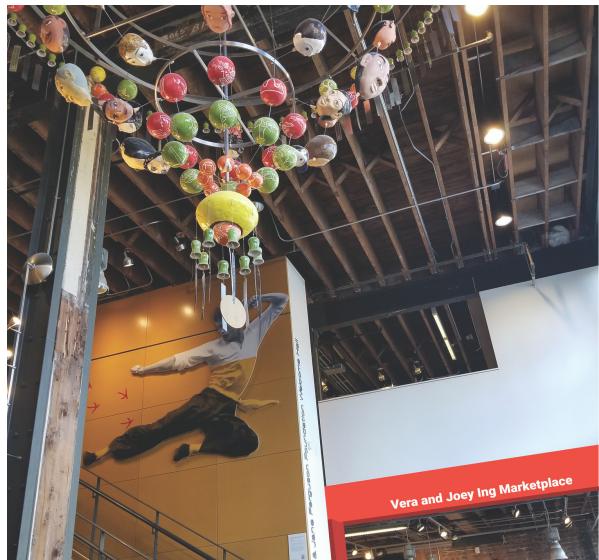
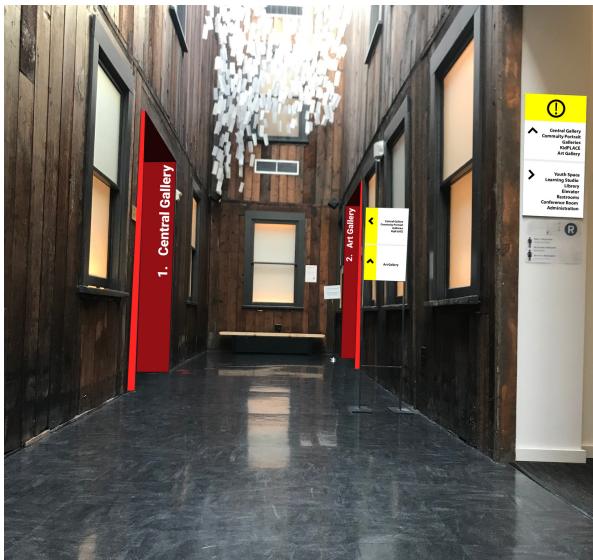
- Signs were a bit hard to find and read, tucked away.
- Visitor guide is a bit large to use, if you're trying to look at the map it's hard to walk and use it.
- Provide other activities to do at the museum.
- Wished there were more exhibits.

I am a student from UCLA that is currently working on my major in Asian-American Studies. After finishing spring quarter and being on summer break, I wanted to see if there were any Asian American museums that were out of state to go visit. I have already been to a majority of the Asian American museums in California, so I wanted to see if the ones out of state were any different. I found the Wing Luke Museum in Seattle, I've never been there and there is a Bruce Lee exhibit so I decided to take a quick weekend trip with my mom.

I used my GPS to find the museum and it leads me straight to the museum. I noticed the sign on the sidewalk that said "Wing Luke" on it. As soon as I walked in, I noticed the stairs and the welcome desk. We went to the welcome desk and they greeted us, told us the price for 2 people, gave us a visitor guide and also asked if we wanted to go on their tour that started at 12:30pm. The welcome desk was straightforward, but from the tone of their voice and facial expressions, they didn't seem as welcoming as a welcome desk should feel like. Since we had almost an hour until our tour started, we decided to explore the museum first. We started and explored around upstairs because it didn't seem like there would be much downstairs, but after opening the map, we found that the Bruce Lee exhibit was downstairs. Although we were each given a map, my mom didn't open it once and I only opened it once to see where the Bruce Lee exhibit was. It was a bit of a hassle to open up the large guide while walking around the museum. After exploring the whole museum, we made it right on time for the tour. We enjoyed the tour and it made the price of the admission worth it. Overall, we both really enjoyed the museum and the exhibits. Although some were hard to find, the museum was more inclusive to different Asian cultures, but I do find that there could have been more to the museum in the sense of activities and history in the exhibits.

# feasible solutions

## color coding



Our IMD team built this solution involving different types of colors to showcase the different galleries available at the Wing. We realize the current map is hard to distinguish between galleries and exhibits. We feel that the use of focal colors will allow visitors to quickly differentiate where doors or entry points are. Additionally, we would like the front desk staff to incorporate the different colors and names in their front desk script. This can allow visitors to look for the different colors and easily navigate. While we understand not all users can see colors, we will still utilize written text/signage.

# feasible solutions cont.

## front desk flow

Welcome Desk Script: Mock-up

**Greet every visitor with a welcoming smile:**

"Hi, what brings you in the museum today?" and please sign in.

Visitor is here for:	Welcome desk:
Bruce Lee fan	<ul style="list-style-type: none"><li>• Direct them to the Bruce Lee exhibit</li><li>• Mention the Green Hornet exhibit upstairs</li><li>• Mention the other exhibits to check out</li><li>• Mention that there is a Bruce Lee tour and the time and date of the next tour</li></ul>
First time visitor	<ul style="list-style-type: none"><li>• Welcome them</li><li>• Give them a map</li><li>• Show them what exhibits are currently in the museum</li></ul>
Frequent visitor, visiting specific exhibit	<ul style="list-style-type: none"><li>• Let them know of any upcoming exhibits</li><li>• New additions to the museum</li></ul>
From out of town	<ul style="list-style-type: none"><li>• Ask them how they found out about the museum</li><li>• Give them a map</li><li>• Show them what exhibits are currently in the museum</li></ul>
Parents with kids (elementary - toddler)	<ul style="list-style-type: none"><li>• Show them what exhibits are currently in the museum</li><li>• Mention interactive activities in the exhibits that the kids can do</li></ul>
Every visitor	Mention their tours and the next tour time <i>(If the visitor seems interested: show them the list of other tours)</i>

**End the conversation with:**

"Feel free to come back here if you have any other questions.  
I would be happy to answer them."

# feasible solutions cont.

## visit follow-up

Hi <name of the visitor>,

Thank you for your recent visit to the Wing Luke Museum of the Asian Pacific American Experience! We hope to see you again sometime soon. We want to hear about your museum experience! Please take the visitor museum survey here.

Plan your next visit for our upcoming events and exhibits.

### HOUSE PARTY

Welcome Home | Friday, October 19 7-11 PM



Amidst Seattle's rapidly growing and ever-changing environment, we invite you to explore the historical richness and cultural heartbeat of Seattle's Chinatown International District. Join us for The Wing's inaugural House Party -- a night of immersive fun inspired by local sounds, flavors and imaginations. Explore our exhibits and enjoy exclusive performances, tarot readings, visuals, music and dance by contemporary Asian Pacific American artists. Welcome home.

**Tickets:** \$20 for general admission. Museum Members receive 50% discount for guests. [Tickets are available online](#). There will be a very limited number for purchase at the door.

Admission includes light hors d'oeuvres and one drink ticket. Spirits, wine and beer will be available for purchase.

#### MUSIC & PERFORMANCES BY:

- The Cabiri with The Shanghai Pearl & Vivian Tam
- TUF
- AU Collective
- Malicious Allure
- Stasia Burrington
- Do Yon Kim
- No-No Boy
- DJ Basil & Yung Barong aka YBB

# NEW EXHIBIT

## SHINING THROUGH:

REFLECTIONS OF AN OCEANIC FUTURE

December 6, 2018 - November 10, 2019

Come and explore the future, seen through the eyes of five artists of Pacific heritage.



Become a vital part of America's cultural landscape through the nation's only pan-Asian Pacific American museum, located in Seattle's Chinatown-International District. As a member, you become a pillar in sustaining the mission and vision of our community-driven museum: we connect everyone to the dynamic history, cultures, and art of Asian Pacific Americans through vivid storytelling and inspiring experiences to advance racial and social equity.

### Essential Membership Benefits

- + Unlimited Museum Experience general admission
- + 10% discount at the museum Marketplace\*
- + 50% admission for family and friends\*\*
- + 15% discount on Chinatown Discovery Tours\*\*
- + Listing on Museum website and acknowledgment in The Wing newsletters
- + Subscription to The Wing newsletter and e-newsletter
- + Discounts on Museum performances and programs
- + Exclusive invitations to exhibit openings and receptions
- + Online advance notice for special offers, events, exhibitions, and programs
- + 1 museum souvenir\*\*\*

\*Members receive 10% off regular-priced merchandise; may or may not be combined with special offers, details of offers provided by Marketplace staff

\*Member must be present at the time of visit. Not valid for prearranged or private book tours. Memberships are non-transferable.

\*\*\*Available while supplies last; based on rotating items

For more information, please visit: <http://www.wingluke.org/membership/>

Thank you,

The Wing Luke team

[Website](#) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [Email](#)

# speculative solution

## Wing Luke Cafe



*Scene 1, Long Shot*

The Wing Luke Museum as it is



*Scene 2, Small cafe to promote community*

Would give visitors the ability to swing by and have a cup of coffee, tea or bubble tea



*Scene 3, Art Cafe*

Local Artists would be able to come in and perform or showcase their designs. This would encourage regular attendance of people inside and outside the community



*Scene 4, Close Up*

The bubble tea is a popular drink and having additional features such as karaoke, art shows, etc. would be a selling point for both the museum and the cafe

Our group was inspired by the Seattle Art Museum and their cafe. As we spoke to visitors, we realize they had a great time exploring the exhibits. However, there was no place for them to feel like they can swing by again to relax, meet others or grab a drink. Additionally, there were many people who were walking outside past the Wing quickly looking through the glass but not compelled enough to walk in. With the cafe, this will allow museum visitors and potential visitors the opportunity to feel like they can enter anytime during open hours. We recommend the cafe include pieces of art placed in the museum, a small stage for open mics or book readings, and to serve traditional Asian refreshments and food (ex. Bubble tea, rice cake, etc.).



# thank you, Wing Luke.

A big shout out and kudos to the Wing Luke team for welcoming our IMD group with open arms. We appreciate the time taken to visit our group at UWB, preparing volunteer badges, and touring the museum for no cost. We hope our research and concepts this quarter will spark further conversation on the Wing's visitor experience moving forward. Please reach out to our group if you have any further questions. Thank you again! We love the Wing and wish you all the best.

