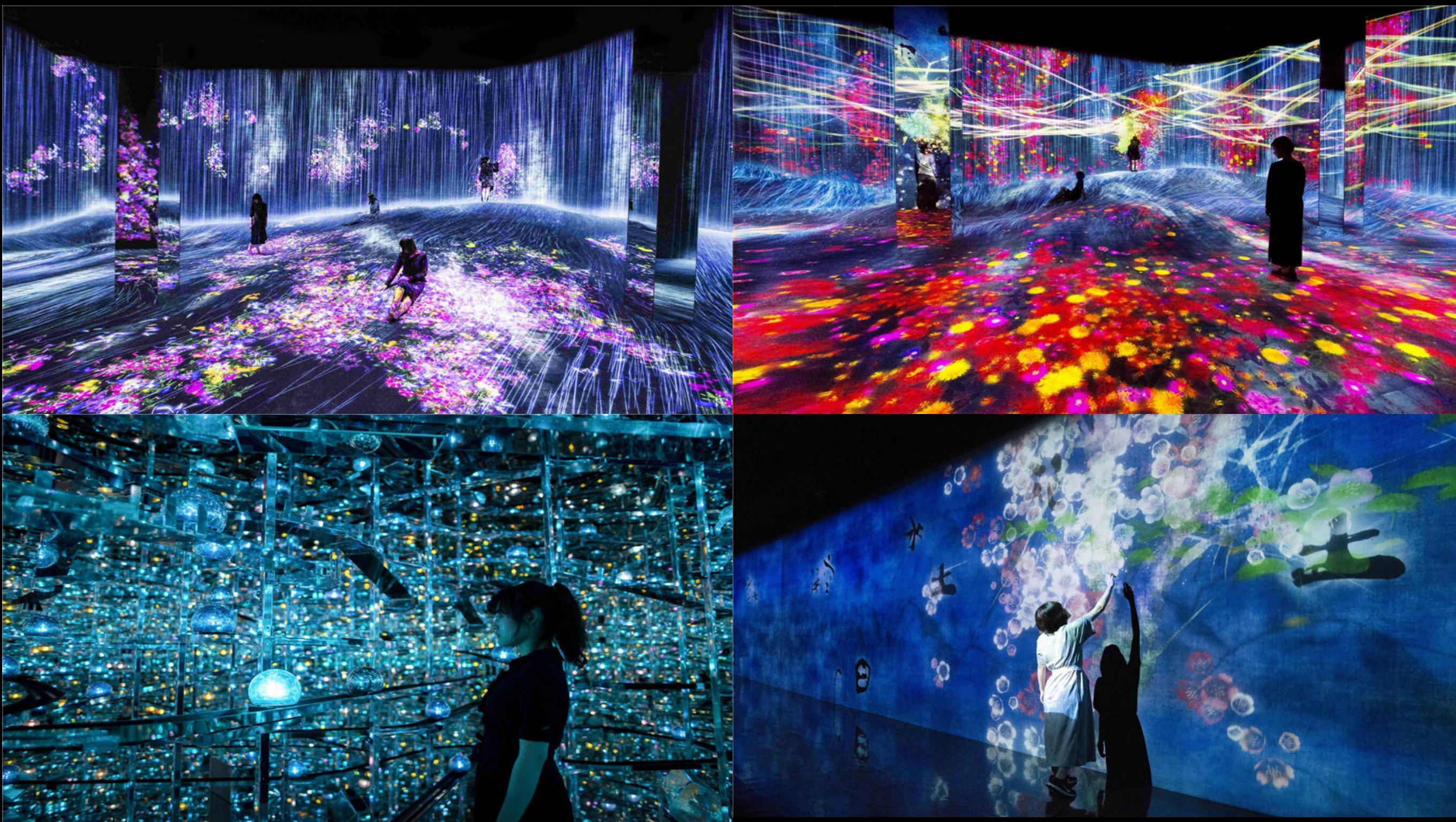


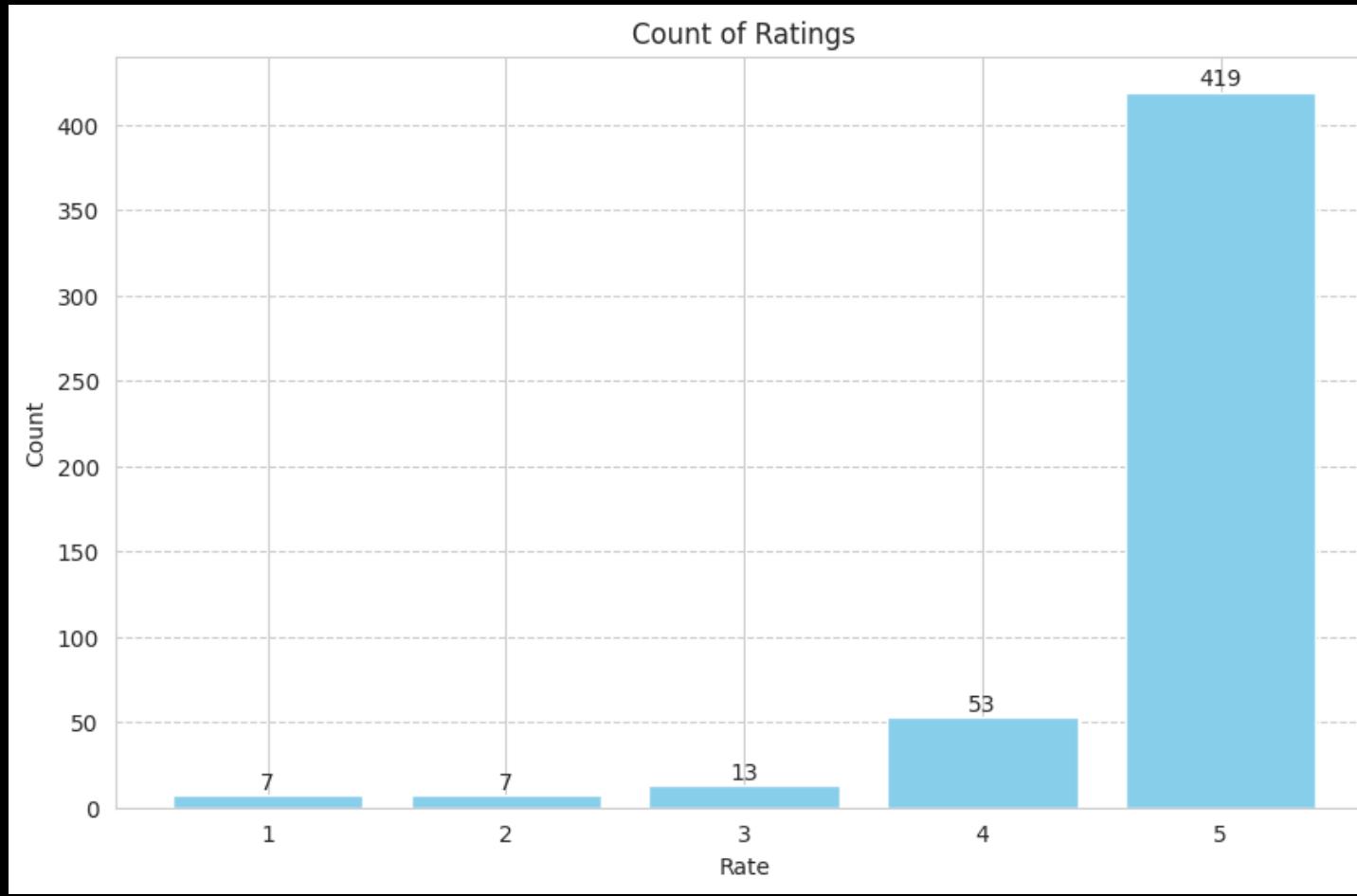


# TEAMLAB BORDERLESS SHANGHAI

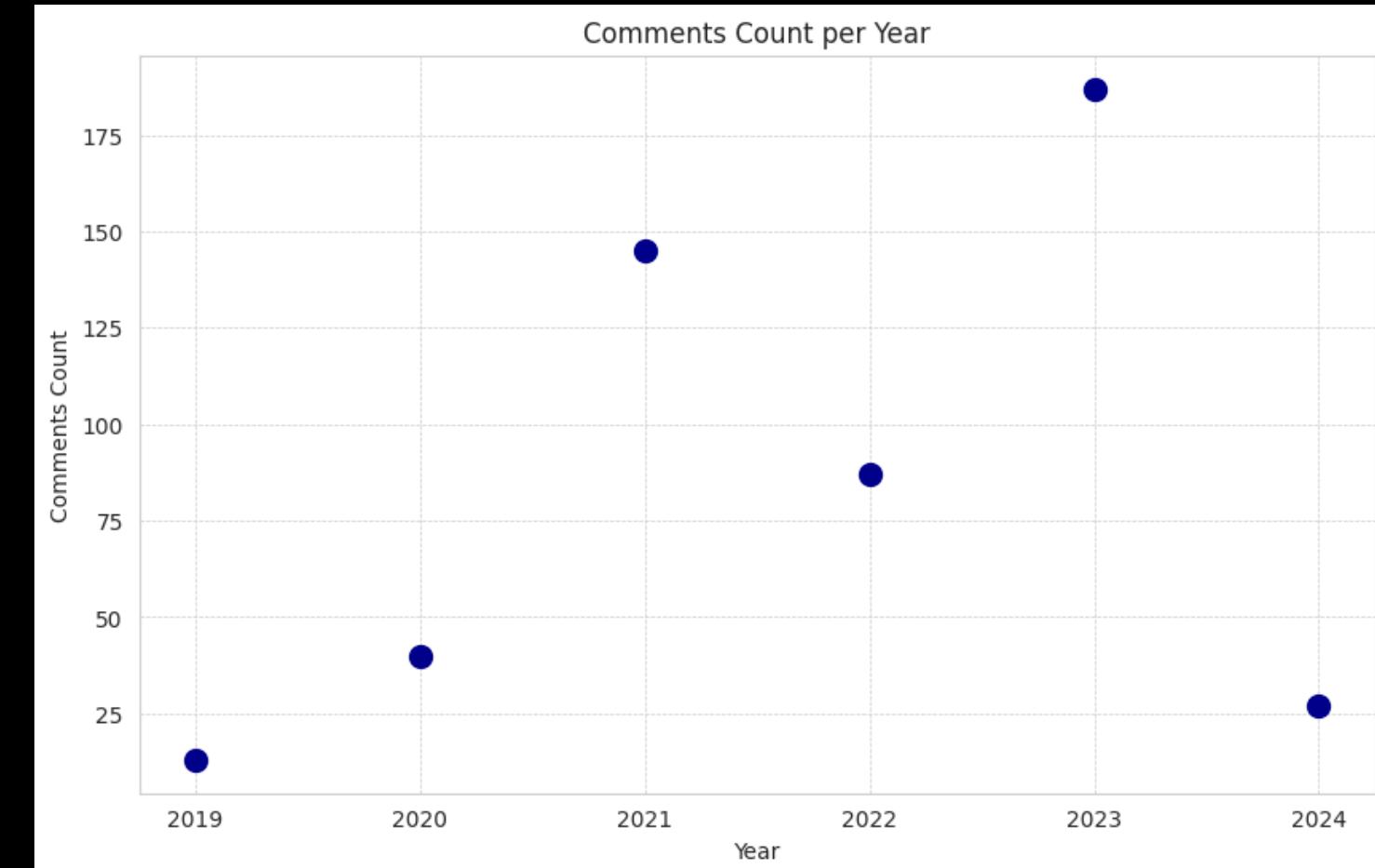


TeamLab Borderless Shanghai was a digital art museum known for its immersive and interactive exhibits. Opened in November 2019, it provided an experience where digital art installations had no set boundaries, allowing them to interact with visitors and each other. Although it offered an engaging and fantastical environment popular with families, the museum has since closed as of February 2024. Those interested in teamLab's work can look for other exhibitions by the collective around the world.

# **ANALYZE THE DATA**



This bar graph shows customer ratings on a 1 to 5 scale. The vast majority of ratings are 5s, indicating a high level of customer satisfaction. This distribution can be interpreted as a positive reception from customers.



The scatter plot displays the number of comments received each year from 2019 to 2024. There's an increase in comments from 2019 to 2021, a slight dip in 2022, and a peak in 2023. This could be due to various factors, such as increased visitor numbers, a particular event, or changes in marketing strategy. The decline in comments in 2024 could be due to incomplete data for the year or other external factors.



The line graph compares the monthly distribution of comments over several years. It shows variability and potential seasonal trends in customer engagement. For instance, there might be peaks in certain months that could correlate with holidays, special events, or promotional campaigns. Each year seems to have its own pattern, which could inform marketing and operational strategies.

## OVERALL REVIEWS



RATE < 3

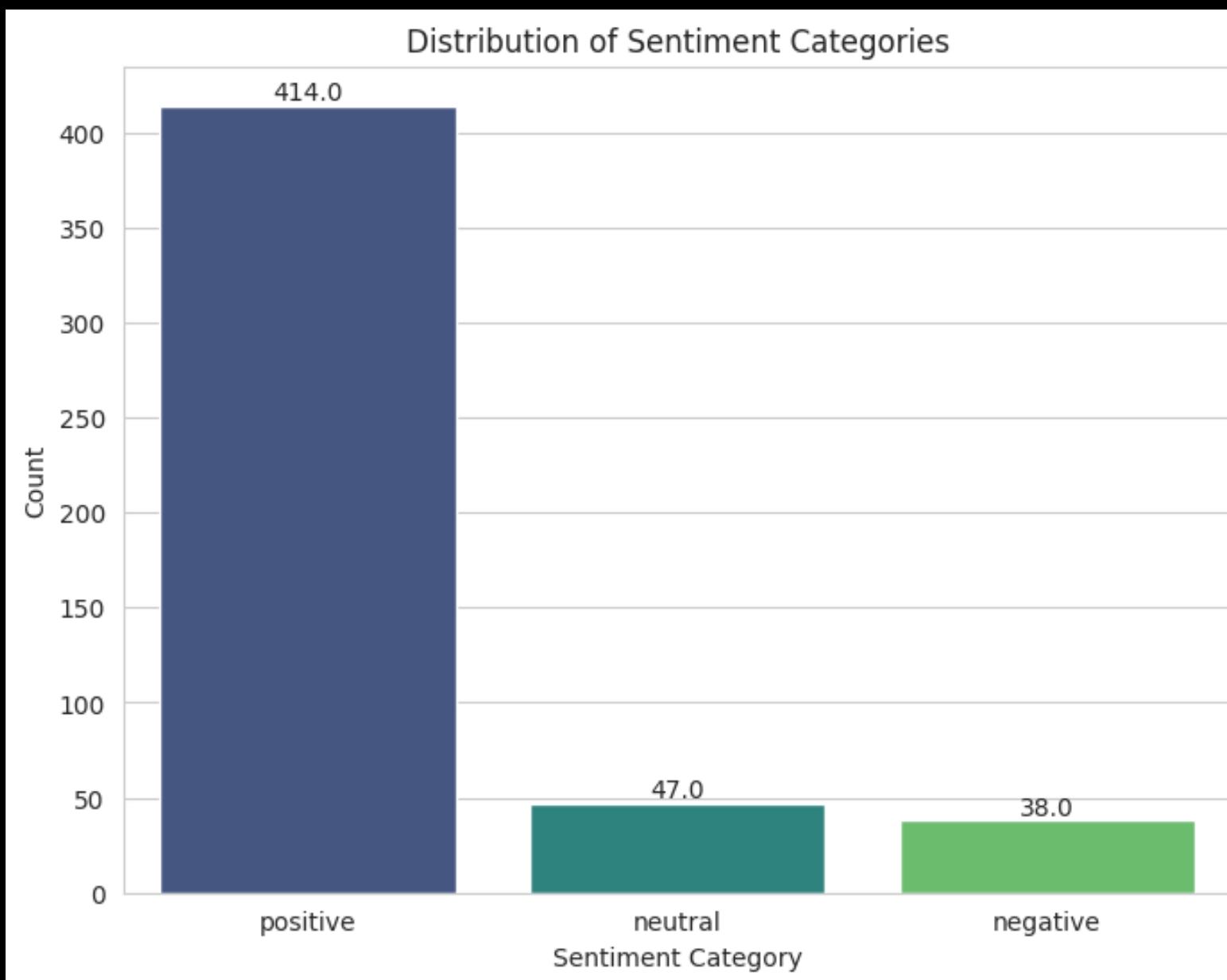
# **CUSTOMER JOURNEY**

# **TEAMLAB BORDERLESS SHANGHAI**

	<b>Discovery</b>	<b>Booking</b>	<b>Arrival</b>	<b>Experience</b>	<b>Dining</b>	<b>Departure</b>	<b>Post -Visit</b>
<b>User Actions</b>	<ul style="list-style-type: none"> <li>Visitors research the attraction online, look at reviews, and decide to purchase tickets.</li> </ul>	<ul style="list-style-type: none"> <li>Visitors book tickets and receive confirmation.</li> </ul>	<ul style="list-style-type: none"> <li>Visitors arrive at the venue, observe the exterior, and enter.</li> </ul>	<ul style="list-style-type: none"> <li>Visitors interact with the exhibits, engage with art installations.</li> </ul>	<ul style="list-style-type: none"> <li>If applicable, visitors dine or grab refreshments within or near the attraction.</li> </ul>	<ul style="list-style-type: none"> <li>Visitors complete their visit and exit through the gift shop or exit area.</li> </ul>	<ul style="list-style-type: none"> <li>Visitors share their experiences online and with friends.</li> </ul>
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>Official website, social media, review platforms, word-of-mouth.</li> </ul>	<ul style="list-style-type: none"> <li>Online booking platform, email confirmation.</li> </ul>	<ul style="list-style-type: none"> <li>Venue entrance, signage, staff interactions.</li> </ul>	<ul style="list-style-type: none"> <li>Various exhibits, interactive installations, possibly an app or digital guide.</li> </ul>	<ul style="list-style-type: none"> <li>Cafe or restaurant, menus, food quality, service.</li> </ul>	<ul style="list-style-type: none"> <li>Gift shop, exit signage, staff farewell.</li> </ul>	<ul style="list-style-type: none"> <li>Online review platforms, social media, follow-up emails.</li> </ul>
<b>Sentiments</b>	<ul style="list-style-type: none"> <li>Curiosity and excitement, possibly influenced by the novelty and the reputation of teamLab.</li> </ul>	<ul style="list-style-type: none"> <li>Relief at securing a spot, expectations of a seamless entry.</li> </ul>	<ul style="list-style-type: none"> <li>Impressions on the efficiency and aesthetics of the entrance area.</li> </ul>	<ul style="list-style-type: none"> <li>Amazement and immersion into the art, reflections on the meaningfulness of the exhibits.</li> </ul>	<ul style="list-style-type: none"> <li>Thoughts on whether dining options enhance the overall experience.</li> </ul>	<ul style="list-style-type: none"> <li>Reflections on the visit, decisions on merchandise purchases.</li> </ul>	<ul style="list-style-type: none"> <li>Reflections on memorable moments, consideration of recommending to others.</li> </ul>
<b>Emotions</b>	<ul style="list-style-type: none"> <li>Anticipation for the experience, eagerness to explore.</li> </ul>	<ul style="list-style-type: none"> <li>Confidence in the upcoming visit, satisfaction with the ease of booking.</li> </ul>	<ul style="list-style-type: none"> <li>Delight or frustration, depending on how welcoming and well-organized the arrival process is.</li> </ul>	<ul style="list-style-type: none"> <li>Joy, surprise, and wonder experienced throughout the visit.</li> </ul>	<ul style="list-style-type: none"> <li>Contentment with the quality and variety of food, or disappointment if options are lacking.</li> </ul>	<ul style="list-style-type: none"> <li>Satisfaction with the overall experience, or potential regret if the exit feels abrupt or commercialized.</li> </ul>	<ul style="list-style-type: none"> <li>Nostalgia, a sense of community if sharing experiences, desire to revisit.</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Enhance SEO, leverage social proof with user-generated content, provide comprehensive and engaging information.</li> </ul>	<ul style="list-style-type: none"> <li>Streamline the booking process, offer clear information on what to expect, send pre-visit engagement emails.</li> </ul>	<ul style="list-style-type: none"> <li>Visible and clear signage, friendly and knowledgeable staff, an efficient queuing system.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure exhibits are functioning correctly, offer diverse experiences to cater to different interests, provide excellent visitor support throughout.</li> </ul>	<ul style="list-style-type: none"> <li>Offer high-quality food that matches the attraction's theme, provide good value, quick service.</li> </ul>	<ul style="list-style-type: none"> <li>Seamless exit process, well-curated merchandise that reflects the experience, a warm farewell from staff.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage online sharing, engage with visitors post-visit, offer incentives for repeat visits or referrals.</li> </ul>

# SENTIMENT ANALYSIS

# POSITIVE COMMENT



- Teamlab Borderless in Shanghai is out of this world. As you walk into the unbounded world of light you can experience the visual impact of the amazing lights and shadows. It is a huge place and the screens too. It allows you to feel and engage in the scenes. Since it has a lot colorful lights it also makes you confuse finding the exit and the next room to view. Well, we even lost our track but that was fine. One of my favorites is where the white lights turn into pink and blue and then all of a sudden flash of lights. It was incredible. Once you are inside, it has a different feeling. It costs 498rmb for two. It is definitely worth to visit.
- The flowers bloom over time, the universe of life expands infinitely in space. Creating three-dimensional objects, and these groups create spaces of works. The interaction between the three-dimensional objects that appear in space will also be affected by the presence of people who put into the place.
- A three-dimensional work created by accumulating light points; created in a manner similar to a colored painting, that is, drawing images with various color points. Unlimited expansion of the sculpture group of light. The interaction between the viewer and the installation will constantly change the work. beautiful ❤️
- The installations are just amazing! the floating lamps and the room with butterflies were my favorite! definitely recommend going! Spent there 3 hours, absolutely worth the time and the money. It was a little too crowded for a Tue, but it didn't affect the visit much. Loved it!
- This is a dream world created by light and shadow, there are seas of flowers, butterflies, and dolls... The most fun thing is that you can interact with light and shadow, such as where you go, the flowers on the ground will bloom, and the flowers will wither when you touch the wall. There is also a cafe inside, you can take a break after playing.
- A great playground, which is projected through lighting technology. The picture is really beautiful. Going late, but there are not many guests. It still looks great. Overall great value.

# BUSINESS MODEL CANVAS

ព័ត៌មានអ្នកលក់ Key Partners	ការងារអ្នកលក់ Key Activities	គុណភាព Value Propositions	ការសំដីនូវការអ្នកគាំទេ Customer Relationships	ក្រុមអ្នកគាំទេ Customer Segments
<ul style="list-style-type: none"> <li><b>Travel Agencies:</b> Collaborate on creating exclusive package deals.</li> <li><b>Local Guides:</b> Utilize their expertise to enhance tour authenticity.</li> <li><b>Transport Providers:</b> Ensure reliable and comfortable transportation for guests.</li> <li><b>Accommodation Providers:</b> Hotels and lodges that offer quality stay for the company's customers.</li> <li><b>Example:</b> A key partnership with 'Local Heritage Hotels' ensures customers have a memorable stay that complements their cultural tour experience.</li> </ul>	<ul style="list-style-type: none"> <li><b>Tour Operations:</b> Managing daily tours, scheduling, and logistics.</li> <li><b>Customer Service:</b> Offering support before, during, and after tours.</li> <li><b>Marketing:</b> Creating campaigns that reach target audiences effectively.</li> <li><b>Quality Management:</b> Regularly assessing and improving the tour experience.</li> <li><b>Example:</b> The company trains its customer service team to provide personalized travel advice, enhancing the pre-tour experience for clients.</li> </ul> <p><b>នរបាយការអ្នកលក់ Key Resources</b></p> <ul style="list-style-type: none"> <li><b>Tourist Attractions:</b> Maintaining access to key sites of interest.</li> <li><b>Staff:</b> Recruiting and retaining knowledgeable and enthusiastic employees.</li> <li><b>Online Platforms:</b> Operating an engaging and user-friendly online booking system.</li> <li><b>Brand Reputation:</b> Cultivating a brand associated with high-quality experiences.</li> <li><b>Example:</b> The company's blog features stories and videos from previous travelers, which serves as a testimonial resource and helps build brand reputation.</li> </ul>	<ul style="list-style-type: none"> <li><b>Unique Experiences:</b> Offering activities like 'Midnight Markets' or 'Desert Astronomy Sessions' that are distinctive.</li> <li><b>Cultural Insight:</b> Engaging with local communities to provide deep cultural understanding.</li> <li><b>Customer Satisfaction:</b> Gathering feedback to continually improve the customer experience.</li> <li><b>Example:</b> The 'Desert Astronomy Session' allows customers to observe the night sky with expert astronomers, making for an educational and unique experience.</li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li><b>Personal Assistance:</b> Providing dedicated support for each customer's travel plans.</li> <li><b>Community Building:</b> Creating forums and social media groups for travelers to share experiences.</li> <li><b>Feedback Mechanisms:</b> Implementing systems to collect and act on customer feedback.</li> <li><b>Loyalty Programs:</b> Offering rewards for repeat customers.</li> <li><b>Example:</b> The company has an online portal where travelers can rate their tours, allowing new customers to make informed decisions.</li> </ul> <p><b>ចំណាំការបាយ Channels</b></p> <ul style="list-style-type: none"> <li><b>Online Booking Platform:</b> Facilitating easy and secure tour bookings online.</li> <li><b>Travel Fairs and Expos:</b> Showcasing services at industry events.</li> <li><b>Influencer Partnerships:</b> Leveraging social media influencers to reach a wider audience.</li> <li><b>Travel Review Websites:</b> Maintaining a strong presence on sites like TripAdvisor.</li> <li><b>Example:</b> The company uses Instagram campaigns with travel influencers who share their journey in real-time using the company's unique hashtags.</li> </ul>	<ul style="list-style-type: none"> <li><b>Adventure Seekers:</b> Tailoring extreme sport tours and adventure activities.</li> <li><b>Cultural Enthusiasts:</b> Crafting tours focused on history, art, and local culture.</li> <li><b>Eco-tourists:</b> Developing environmentally sustainable and educational tours.</li> <li><b>Example:</b> For cultural enthusiasts, the company offers a 'Historic Capitals Tour' which includes visits to museums, ancient ruins, and art workshops.</li> </ul>
<b>ការបង់បាត់តួនាទី Cost Structure</b>			<b>ការបង់បាត់តួនាទី Revenue Streams</b>	
<ul style="list-style-type: none"> <li><b>Operational Costs:</b> Overhead costs related to running tours, including guide salaries and equipment maintenance.</li> <li><b>Marketing Costs:</b> Funds allocated for online and offline advertising campaigns.</li> <li><b>Technology Costs:</b> Investment in maintaining and updating the online booking system.</li> <li><b>Staff Training:</b> Costs associated with training programs for staff to deliver exceptional service.</li> <li><b>Example:</b> A significant portion of the budget is allocated for staff training, ensuring that every guide can offer in-depth knowledge about the tour destinations.</li> </ul>			<ul style="list-style-type: none"> <li><b>Tour Sales:</b> Primary income from selling various tour packages.</li> <li><b>Merchandising:</b> Revenue from the sale of branded merchandise to tourists.</li> <li><b>Membership Programs:</b> Income from premium service subscriptions offering exclusive benefits.</li> <li><b>Special Events:</b> Organizing and hosting special events for which customers pay an additional fee.</li> <li><b>Example:</b> The company organizes annual 'Cultural Festivals' that attract a premium fee, adding a unique revenue stream beyond regular tours.</li> </ul>	