

The University of Texas at Dallas

متحف المستقبل  
MUSEUM OF THE FUTURE

Customer Journey Map

User Experience Design - Spring '25 - JSOM

Actor: Sysha Sharma - Visitor - Design Enthusiast & Professional

- Motivations:
- Desire to explore innovative technologies and futuristic concepts.
  - Interest in immersive experiences that blend art, science, and technology.
  - Curiosity about the architectural marvel of the museum itself.

Scenario: Planning and executing a visit to the Museum of the Future in Dubai to engage with its exhibits and architecture.

- Expectations:
- Seamless ticket booking and entry process.
  - Engaging and informative exhibits across all floors.
  - Interactive and immersive experiences that provide a glimpse into future technologies and ideas.
  - Amenities such as guides, rest areas, and dining options to enhance the visit.

Journey

Stages &

Touchpoints: Next tile for details

Vertical Transportation

Viewing Deck

4th Floor - Heal Institute

1st Floor - Future Heroes

5th Floor - OSS Hope

Entrance Foyer

3rd Floor - Al Waha

Exit, Retail Store

Awareness and Research:

Touchpoints: Museum's official website, social media channels, travel blogs, and reviews.

Experience: Gathering information about the museum's offerings, operating hours, and ticket prices.

Planning and Ticket Booking:

Touchpoints: Online ticketing platform on the museum's website.

Experience: Selecting a suitable date and time for the visit and purchasing tickets.

Arrival and Entry:

Touchpoints: Museum location adjacent to Jumeirah Emirates Towers, parking facilities, entrance staff.

Experience: Navigating to the museum, utilizing parking or drop-off options, and presenting tickets for entry.

Exploration of Exhibits:

Touchpoints: Each of the museum's floors, interactive displays, staff or digital guides.

Experience:

5th Floor: "OSS Hope" – Experiencing a space station simulation.

4th Floor: "Heal Institute" – Exploring concepts related to climate change and ecology.

3rd Floor: "Al Waha" – Focusing on health, wellness, and spirituality.

2nd Floor: "Tomorrow Today" – Showcasing near-future technologies and innovations.

1st Floor: "Future Heroes" – A dedicated space for children to engage in futuristic concepts.

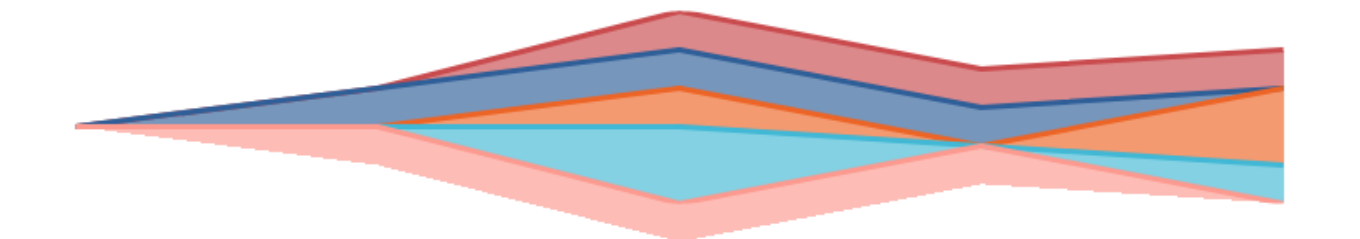
Departure:

Touchpoints: Museum exit, retail store, feedback channels.

Experience: Concluding the visit, purchasing souvenirs, and providing feedback.

Awareness & Research Planning & Ticket Booking Arrival & Entry

Exploration of Exhibits Departure



Above: Experience Chart through the 5 Journey Stages

Pain Point 1: Potential overcrowding during peak hours leading to longer wait times.

Opportunity: Implement timed entry slots and provide real-time crowd updates to visitors.

Pain Point 2: Limited parking availability.

Opportunity: Encourage the use of public transportation by providing detailed guidance and incentives.

Pain Point 3: Difficulty in understanding complex exhibits without sufficient context.

Opportunity: Offer interactive guides or mobile apps that provide additional information and context.

RI-1: Enhance Digital Engagement: **Develop a comprehensive mobile app that offers augmented reality experiences, detailed exhibit information, and interactive maps.**



RI-2: Personalize Visitor Experience: **Utilize visitor data to tailor experiences, such as suggesting exhibits based on interests or previous interactions.**



RI-3: Expand Accessibility: **Provide multilingual guides and ensure exhibits are accessible to individuals with disabilities.**



RI-4: Gather Continuous Feedback: **Implement easy-to-use feedback kiosks or digital platforms to gather visitor insights for ongoing improvement.**

