

Project 2: Engaging Visitors of the Money Museum (In collaboration with the Federal Reserve Bank – Kansas City)

Background

The money museum at the Federal Reserve Bank of Kansas City has a lot of attractions to offer. For instance, visitors have the chance to lift a gold bar, put their picture in custom-designed currency, take a picture with 40 million dollars, explore President Truman's coin collection, and see robots that move money. Furthermore, there are a lot of interesting historical stories

Despite the availability of information about the museum online and at the museum itself, some visitors do not notice nor are they engaged with some attractions when they are in the museum.

Examples for Inspiration

Second Story is a design studio that creates experiential displays for museums, universities and corporations.

You can find their featured work here:

<http://secondstory.com/projects/browse/featured-work>

Project 2A:

Some of the visitors of the money museum come in groups (e.g. groups of school children, groups of tourists, etc.). It takes some time and effort to guide a group of visitors. It would be ideal to design a system that helps the visitors explore the attractions on their own. The platform of the system could be an interactive touchscreen panel or a mobile-phone app.

How could the system engage groups of visitors?

There are many ways the system can engage groups of visitors. Of course as the designer of the system, you will be the ultimate judge of the design elements and ideas you want to incorporate into the system, but here are some examples:

- Give fun facts.
- Give quizzes (e.g. distinguish between fake and real money).
- Use infographics (for instance, to highlight some interesting attractions, facts or stories)
- Show an interactive timeline of events (e.g. how currency evolved)

Target Group

It is up to you who you want to target with your system. You may choose to aim at visitors of all ages, children, or adults.

Scope

Your system doesn't have to cover all the attractions that the museum has to offer. It can simply focus on one or two sections of the museum.

Project 2B:

There is online information about the money museum. The information can be found at several resources such as: the money museum website, TripAdvisor, visitkc and Yelp. Despite the availability of the information, there is still room for improvement. Most people don't spend so much reading a lot of text. Instead, it would be ideal to design a website that displays the information for the public in an engaging, fun, and eye catching way. The objective of the website is to make the attractions of the museum visible as well as appealing to the public. Further, the website should make people want to visit the museum because it has a lot to offer.

What could be the contents of the website?

You are the ultimate judge of the contents of the website, but here are some suggestions of what it can contain:

- Basic info (about the museum, hours, address, etc.)
- A 360 virtual tour.
- A photo gallery.
- What people say about the museum.
- Brief information about the attractions.
- Fun facts.

Scope

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