



TEAM 2

# PROHIBITION SMUGGLING 101

Claire O'Malley, Damaris Adeniji, Daphnee, Logan Carter,  
Madison Braile, Seoyeon Lim, Aashika Parekh

# DESIGN SPACE

**Uncover** the ingenious **methods** previously employed by **smugglers** and mobsters. We will take you along on an **interactive experience** to deliver **alcohol** to **speakeasies** during the Roaring Twenties!



Rum Runners Caught

# PROJECT OVERVIEW

## GOAL

This project aims to **educate** and **engage** guests by guiding them through an **immersive** museum **journey** on **alcohol smuggling**, capturing interest at three touchpoints.

## USERS

18+ without parental guidance  
Accommodations for the hearing and visually impaired

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# SECONDARY RESEARCH TAKEAWAYS

## Comparative Analysis

- Our experience uses technology to bring a **sensory-filled experience** to our users
- Unlike other experiences, ours **spotlights the rum runners' journey** as the main attraction

## Competitive Analysis

- Other experiences focus on having a speakeasy as their main attraction
- Other than the speakeasy, most other museums just have a bland walkthrough museum

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# DEPLOYING A PROBE

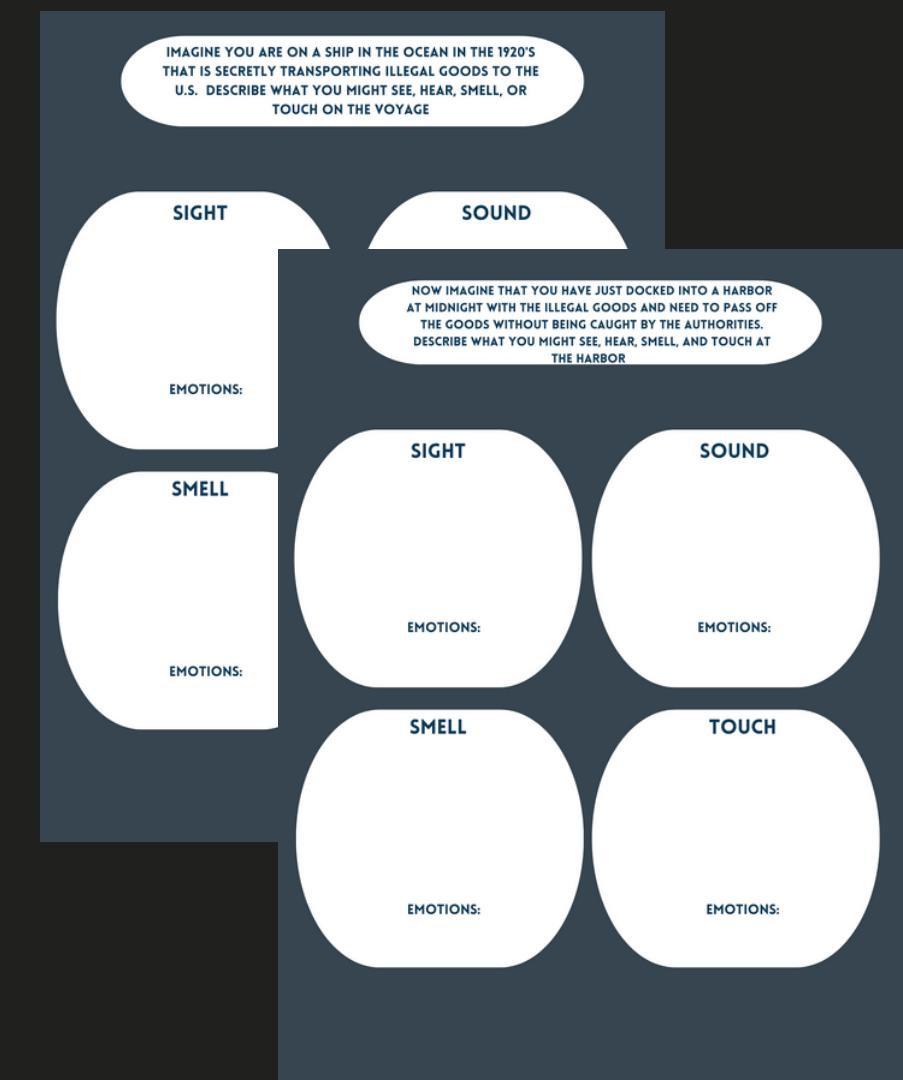
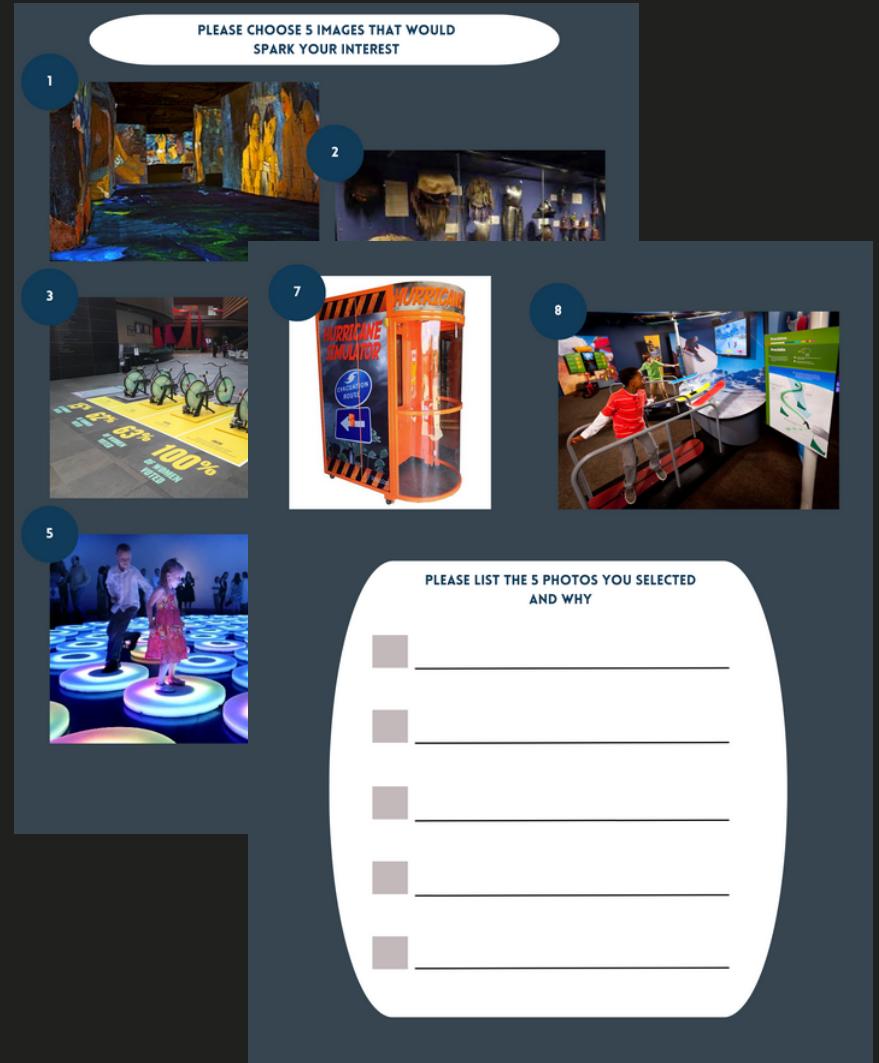
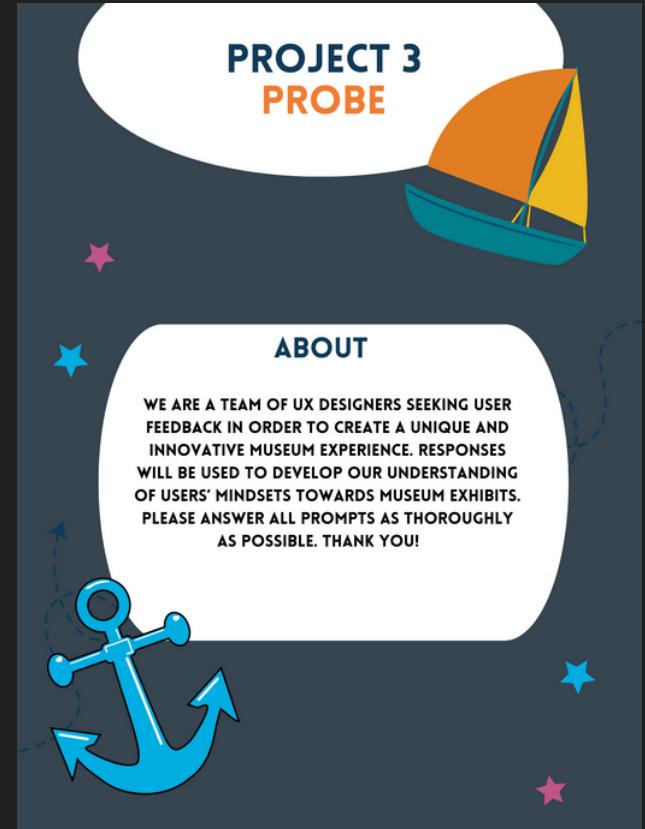
## **GOAL**

- 01** Understand our feelings and thoughts surrounding our topic
- 02** Understand what makes an experience interactive

## **TAKEAWAYS**

- 01** Characteristics to help us design portions of the exhibit
- 02** Users enjoyed physical interactive exhibits
- 03** Tough to get people to imagine out of the box concepts

# PROBE MATERIALS



# SEMI FORMAL PRESENTATION PIVOT!

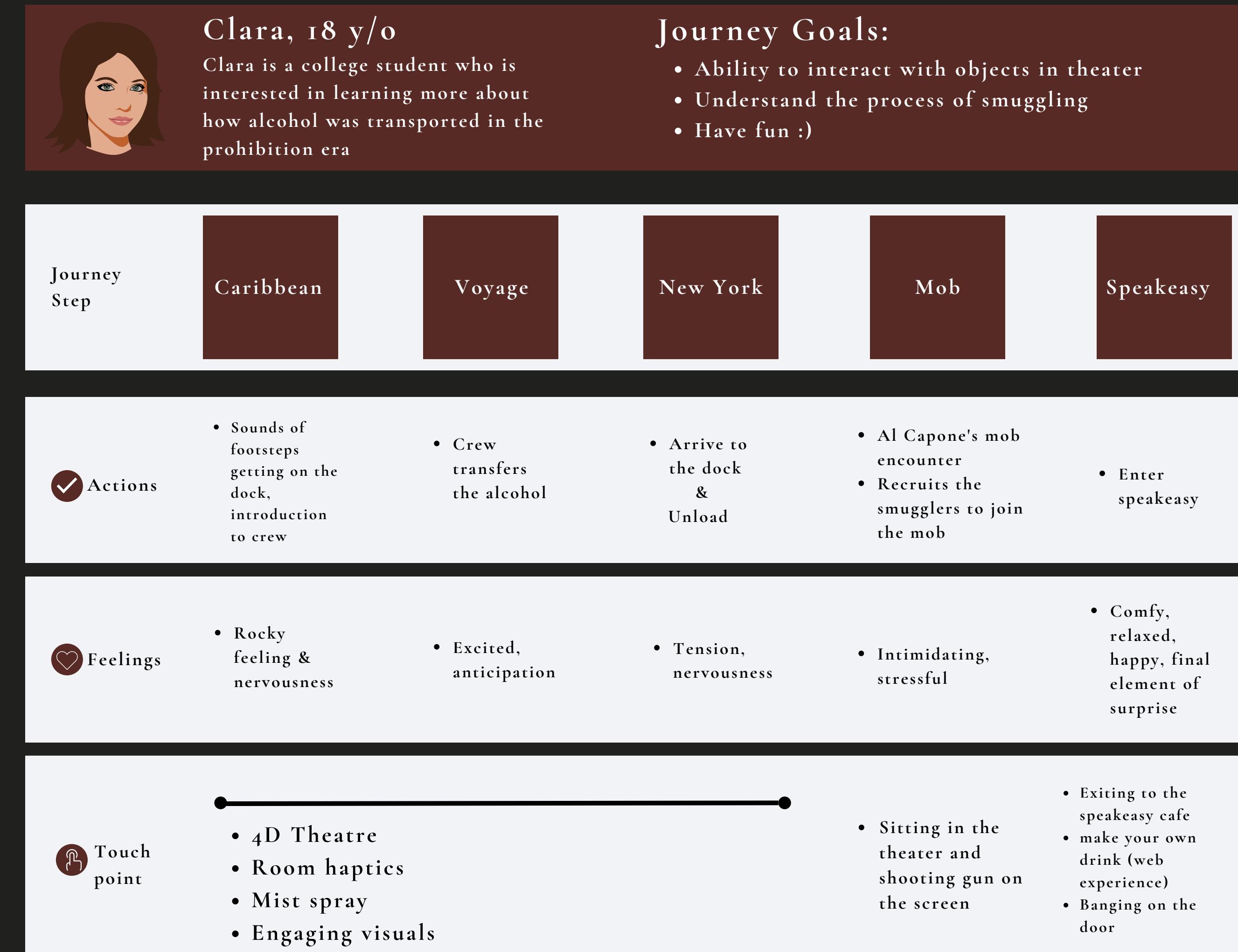
## ***GOAL***

Feedback highlighted **discrepancies** in **invoking consistent emotions** out of the visitors, as well as **maintaining** their **engagement** through many rooms.

## ***ACTION POINTS***

- 01** Revised Journey Mapping
- 02** Multimedia component (3D Model & Mood Board)
- 03** Web Experience
- 04** Testing!

# REVISED JOURNEY MAP



# TOUCHPOINTS & EXPERIENCE

## 4 Senses

- Touch: Haptics, mist, and motion chairs
- See: Fully interactive 4D movie
- Hear: Story narration, and music
- Smell: Scents that immerse the users into the scene

## Shooting Game

- Guests use guns attached to seats to aim at the surrounding screen and earn points

## CYO Cocktail

- Through the web experience, guests are able to customize and order their mocktails

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# CONCEPT TESTING FEEDBACK

## **GOAL**

- 01** Optimize user functions and features
- 02** Validating design choices

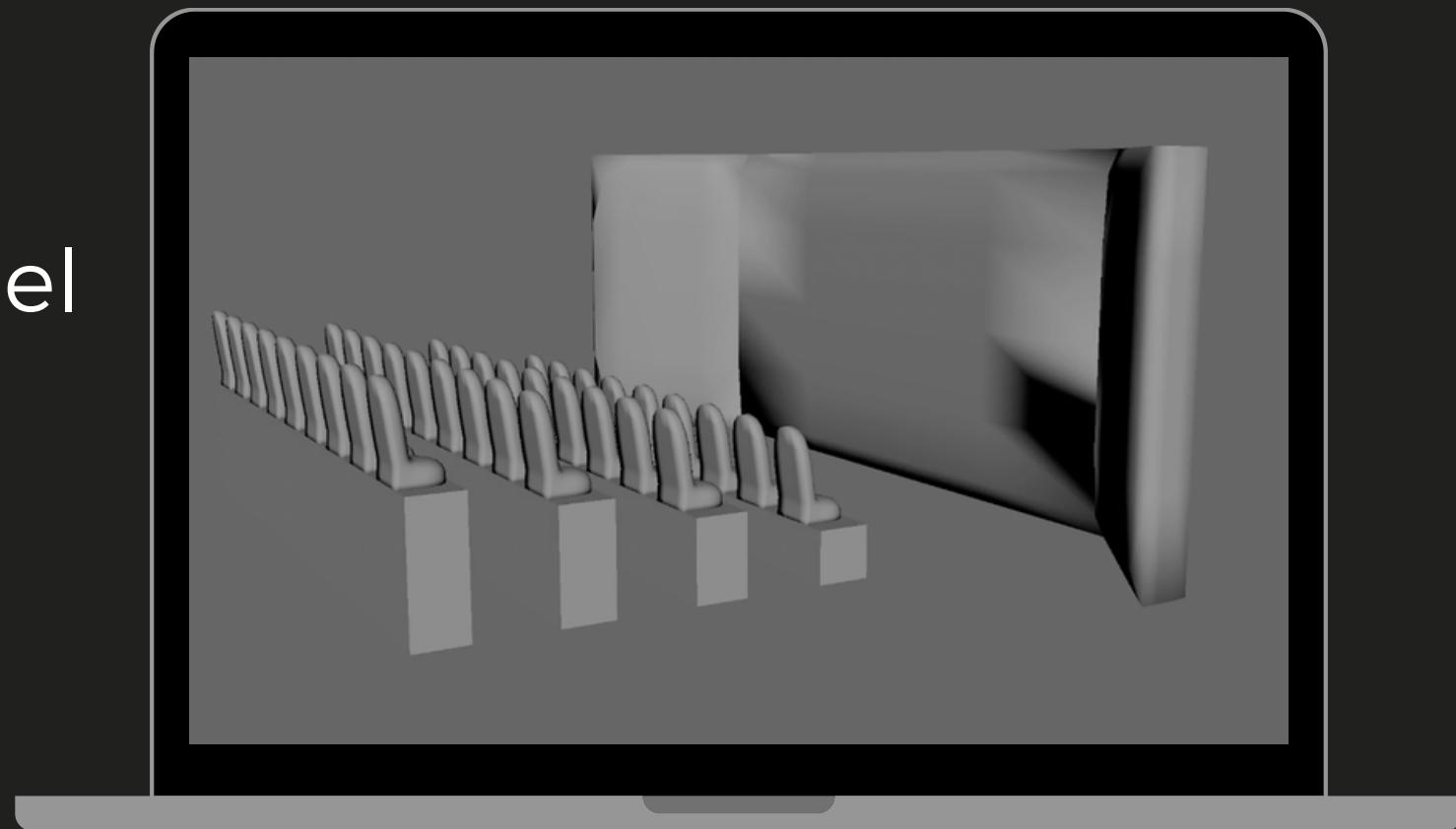
## **TAKEAWAYS**

- 01** Offer incentives to increase active engagement with the story to make it more immersive
- 02** Give the visitors a free small souvenir to capture their time at the exhibit

# MULTIMEDIA COMPONENT

## **GOAL**

- 01** Animate the 4D theatre layout in a 3D model
- 02** Design the Speakeasy mood board



## **4D THEATRE TOUCHPOINTS**

- 01** Haptics and Sound Effects (Ex: waves crashing, boxes moving, whispers)
- 02** Competitive shooting game using laser guns: top 3 ranking shooters receive discounts on drinks and merchandise (**concept testing**)

# SPEAKEASY MOOD BOARD

## ***GOAL***

- 01** To find a color scheme for the speakeasy
- 02** To better understand the furniture that would fit the vibe

## ***RESEARCH BASED TAKEAWAYS***

- 01** Red, black, and dusky white best set the mood for the speakeasy
- 02** Lounge chairs and rustic accents match the energy we hope to embody
- 03** Add a photo booth to take a free souvenir photo (concept testing)

# THE PLAYGROUND

Harbour Lounge Chair



Glass Bowl light Fixtures



Cocktail Glass Set

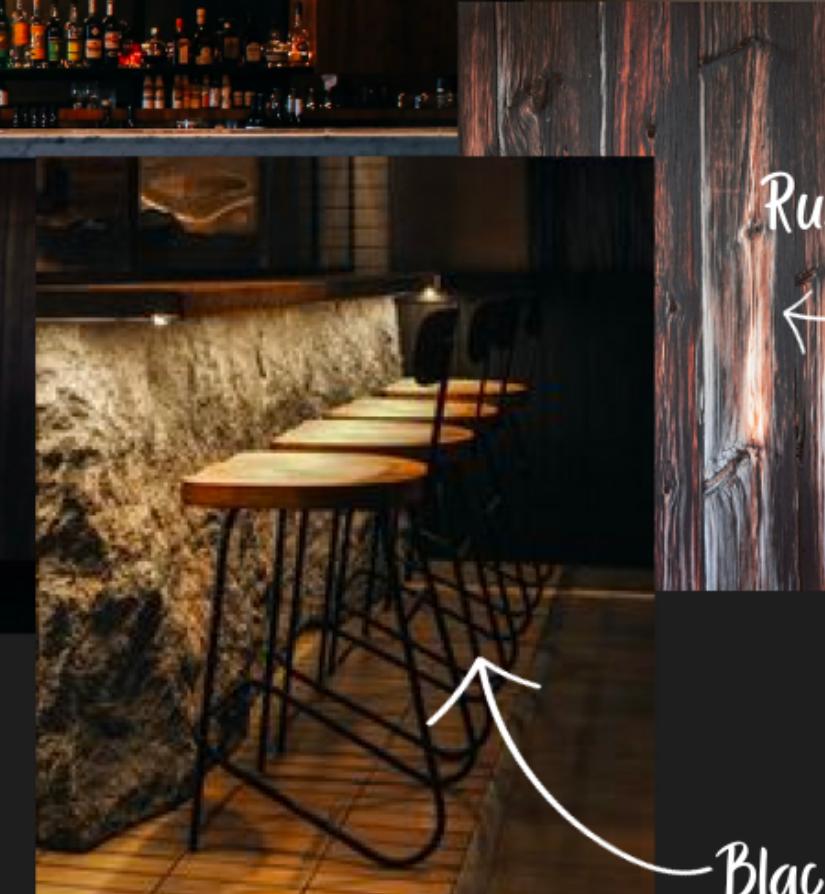


Dark Marble Cocktail Table



Pagode Sofa

#BBBABA0



Rustic Birch Planks

#820200

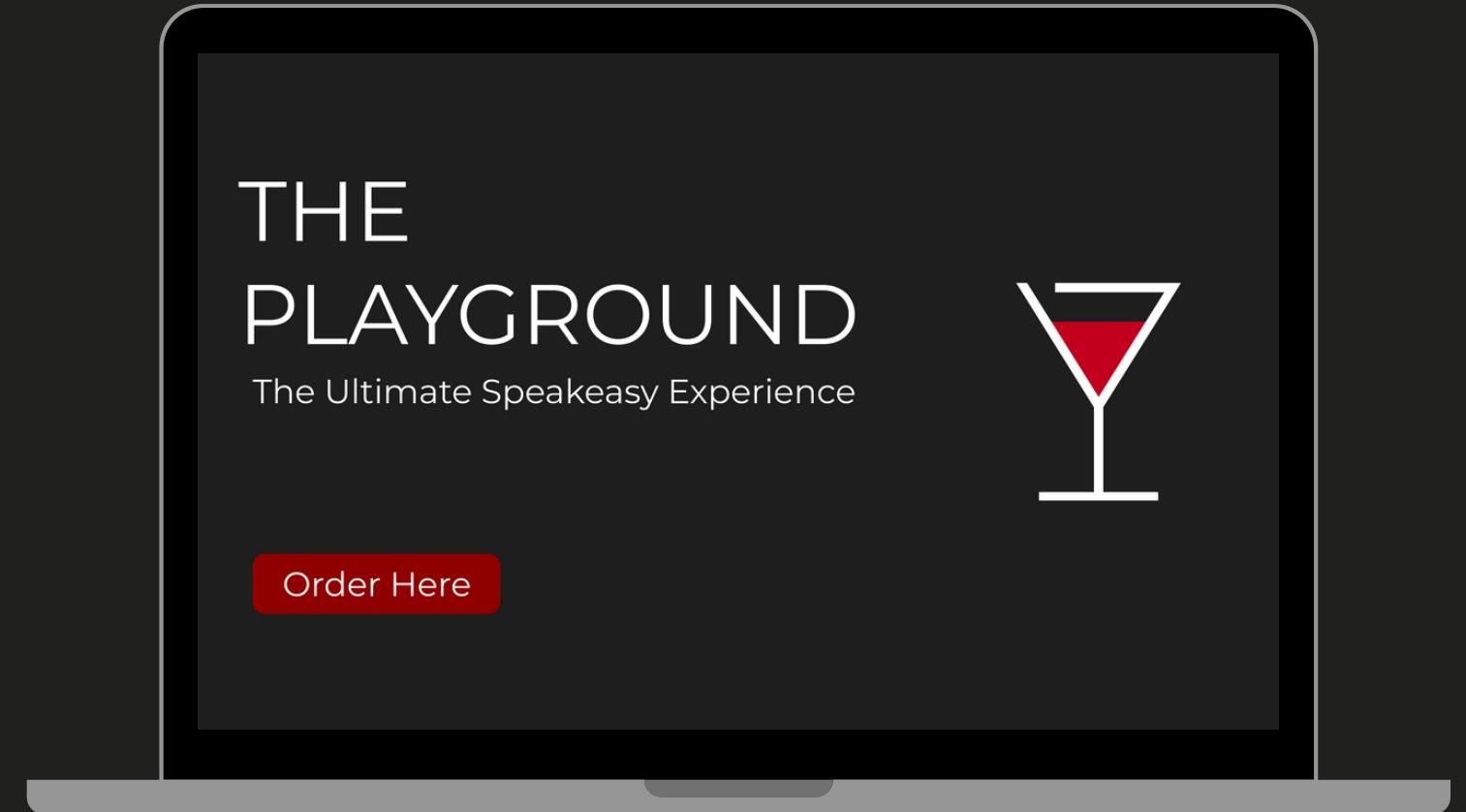
Black Wired Bar Stools

#332E2E

# WEB EXPERIENCE MID-FI USABILITY TESTING

## GOAL

- 01** Content Clarity and Task Completion
- 02** Visual Design and Aesthetic/Vibe



## TAKEAWAYS

- 01** Structure: organize content to provide a clearer understanding
- 02** Reinforcement: order screen should give a summary of the chosen drink

# ADDRESSING PAIN POINTS FROM TESTING

**THE PLAYGROUND**

Tap to view or double tap to confirm drink



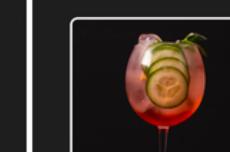
Snorky

Ingredients: Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.



Rumrunner

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Bootlegger

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Images are hard to see

Restructure the layout with the hierarchy of info in mind

# ADDRESSING PAIN POINTS FROM TESTING



# REFLECTION

## *LIMITATIONS*

- 01** More rounds of testing would have been helpful
- 02** Resources and time to create professional multimedia components
- 03** No coding limitations!

## *NEXT STEPS*

- 01** Complete documentation and ensure proper storytelling
- 02** Implement the mood board into a 3D model of the speakeasy
- 03** Revamp the 3D model of the 4D theatre (add lighting, textures, staging)