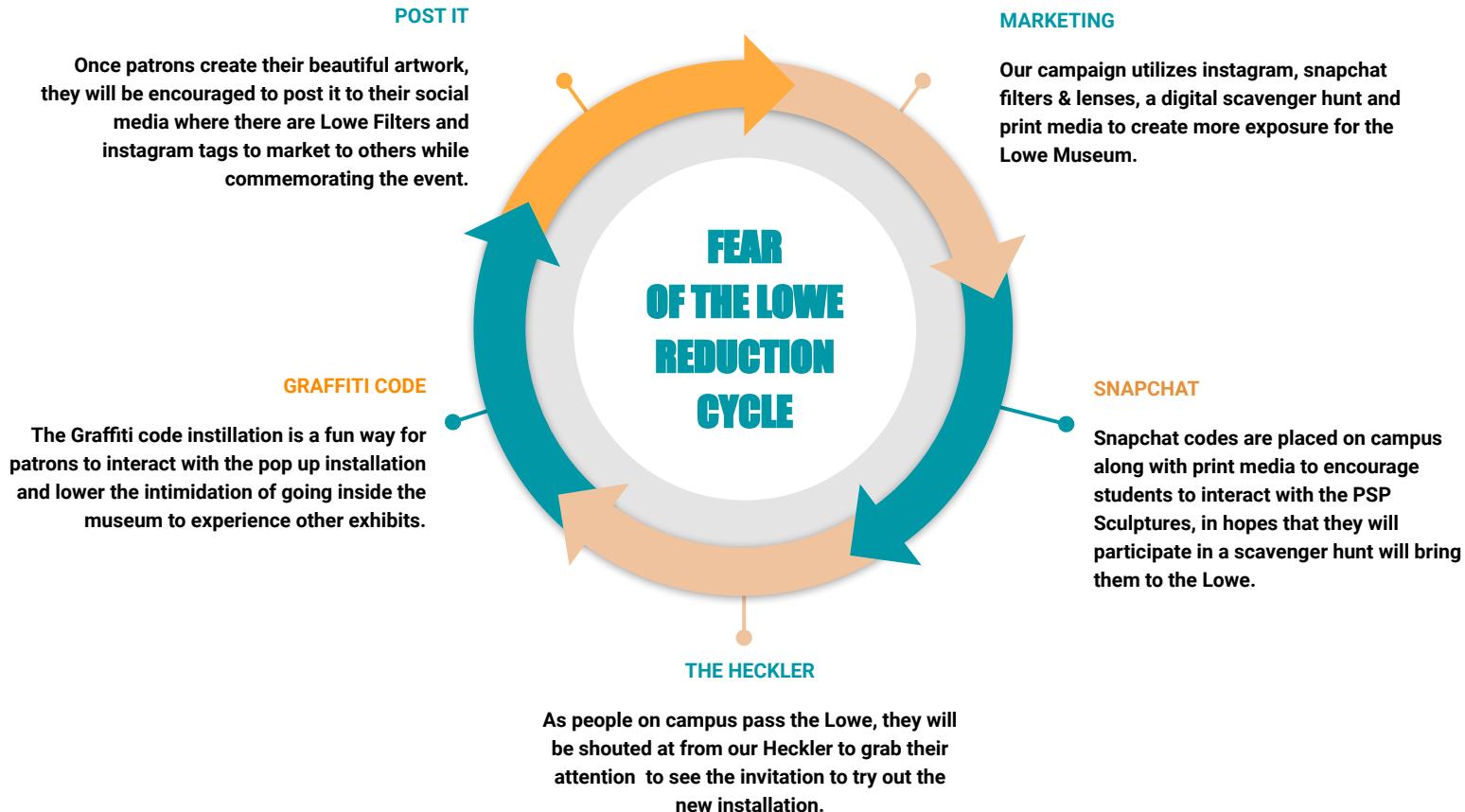


Rapid Prototyping

**Attracting New Visitors:
Reducing Intimidation**

Design Concepts & Prototypes

Laura | Nicole | Amanda
November 14, 2019



PERSONAS & SCENARIOS

Personas

TOM



"I believe art is the way we can communicate our unspoken emotions"

Age: 29
Work: Videographer
Family: Single
Location: Miami, FL
Character: Charismatic

Personality

	Introvert	Extrovert
Thinking	■	■
Sensing	■	■
Judging	■	■
	Feeling	Intuition
Perceiving	■	■

Goals

- Finish first feature film by age 31.
- Create a Emmy-winning documentary about his work.
- Invoke good feelings in people when they look at my art.

Frustrations

- Working with unreliable people.
- Budget problems for exhibits.
- Creative blocks.

Bio

Tom is an American artist recognized for his work dealing with popular culture and his sculptures depicting everyday objects, including balloon animals — produced in stainless steel with mirror-finish surfaces. He lives and works in both New York City and his hometown of Miami, FL.

Motivation

	Inspiration	Fear	Growth	Power	Social
Inspiration	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■
Fear	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■
Growth	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■
Power	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■
Social	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■

Preferred Channels

	Traditional Ads	Online & Social Media	Referral	Guerrilla Efforts & PR
Traditional Ads	■■■■■	■■■■■	■■■■■	■■■■■
Online & Social Media	■■■■■	■■■■■	■■■■■	■■■■■
Referral	■■■■■	■■■■■	■■■■■	■■■■■
Guerrilla Efforts & PR	■■■■■	■■■■■	■■■■■	■■■■■

User Scenario

SCENARIO 1 - TOM: MUSEUM PATRON



TOM is at the UM campus visiting his girlfriend.



- ④ They notice a sign that has lit up near to where they heard the voice and they read about a new interactive experience at the museum.



- ② They decide to go take a stroll around campus near the new housing village before going to dinner.



- ③ As they walk on Stamford drive on the sidewalk, they hear a recording of someone saying "hey, why don't you come in visit the lobby?" - and they both look at each other a bit taken aback.



- ⑤ Since Tom loves all kinds of art events, he asks his girlfriend if she wants to check it out. She says "oh wow, I've never visited this space!", "yes let's go! we have some time before dinner". They go in and learn about the event and get in line to draw.



- ⑥ They finally get their turn and Tom grabs the light and starts drawing on the window where his strokes appear as a line drawing in different colors.



Personas

Angie



"I love playing with color. I make illustrations on my iPad and use Procreate, it's the best app!"

Age: 16
Work: High School Student
Family: Single
Location: Cooper City, FL
Character: Intellectual

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

Angie is an illustration lover, her love started at the ripe young age of 3 when her parents first gave her some crayons to draw with. They noticed the talent she had to create landscapes and proportional shapes to create perspectives and depth in her drawings. She has studied multiple styles and is now currently working on digital illustrations using Procreate on iPad. Her social media channels have a big following and she has been featured on Procreate's advertising. She hopes to continue creating art for the rest of her life.

Expressive Playful Book lover

Goals

- Finish High School and go to college to study illustration.
- Create illustrations for magazines and online content.
- Travel to Asia.

Frustrations

- All the tests we have to do in high school.
- Not enough time to really practice drawing.
- Not having my drivers license yet.

Motivation

Play More	Excitement	Growth	Popularity	Social
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Preferred Channels

Traditional Ads	Online & Social Media	Referral	Guerrilla Efforts & PR
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User Scenario

SCENARIO 2 - ANGIE: VISITING THE LOWE WITH FRIENDS FROM SCHOOL

①



angie and her friends came in a school expansion to The Lowe to see the latest exhibit.

④

They really enjoyed taking selfies and posting them on their social media. Before leaving the museum they also came across the interactive digital graffiti wall and Angie gets excited to draw.



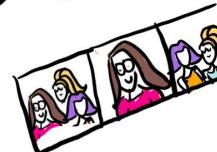
②

They were looking around in many spaces of the museum and were wondering if there was a more age appropriate exhibit.



③

They were excited to see a photo booth they could take Selfies in and went for it.



⑤

Loving the interaction wall they decide to take selfies in front of the illustration that Angie just made



⑥

They leave the museum with lots of laughs and can't wait to tell their friends.
#TheLowe

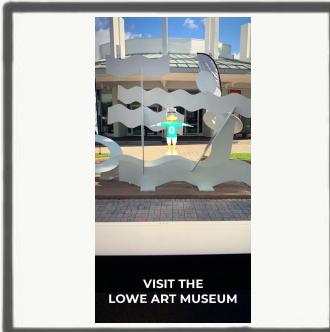
User Scenario



Amy sees the flyer
and takes a picture



she goes to the
sculpture and sees
the Shapehat code



Amy then goes to do
the same thing
in front of the Lowe



As she walks by,
Amy hears
someone talking
to her.



Amy sees she
walked right
past another
sign.



Amy sees the invite
for graffiti night
and decides to
check it out!

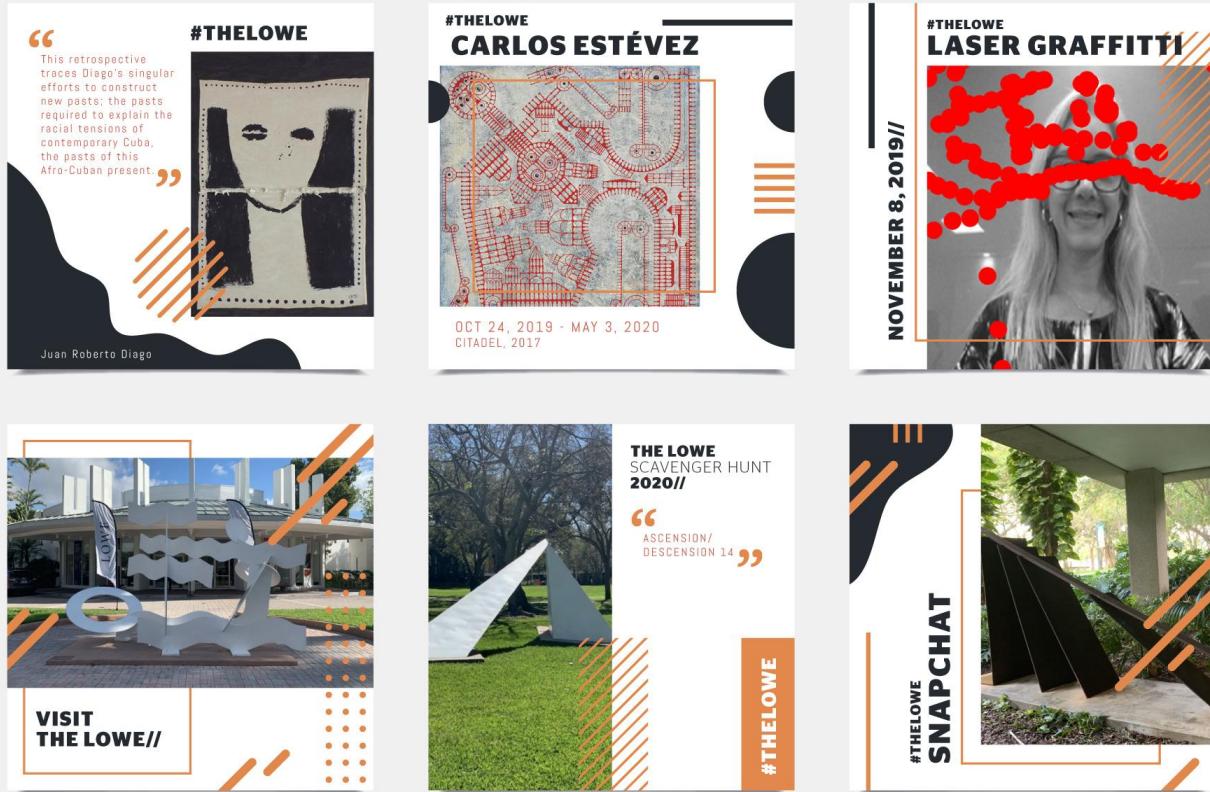
MARKETING

PURPOSE:

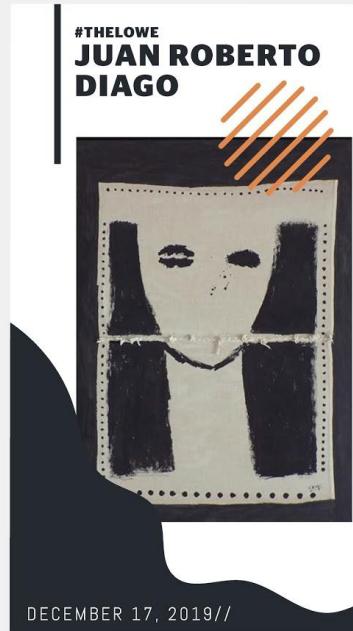
The purpose of the marketing campaign is to be able to reach out to new patrons and take advantage of University Communications, where they have access to the daily University News at the U that has a far reach in the community as well as alumni, to disseminate information about upcoming events at the Lowe Museum.

New Instagram Look

Update Instagram feed with a more refined look, add more information about events, upcoming exhibitions and also add stories to attract new visitors, add hashtags that represent the museum, exhibition, and the university.



New Instagram Look



Event Flyer To Attract New Patrons

Create an event where students and new patrons can participate on while going around the campus checking out the sculptures and playing with their Snapchat filters.

THE LOWE MUSEUM

Scavenger Hunt

The Lowe Museum invites you to discover art throughout the University.

Did you know that there are multiple sculptures throughout the campus?



Find them by using your snapchat account and check out how the sculptures come alive with various filters!

Join Us

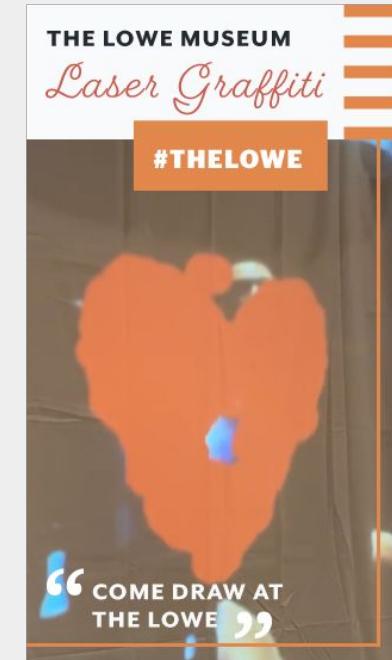
THE LOWE MUSEUM

date: December 11, 2019

time: 7:00 p.m.

Event Marketing

These social media marketing stories would be created for the Scavenger Hunt as well as for the Laser Graffiti event at the Lowe to attract new patrons while they participate going around the campus checking out the sculptures and playing with their Snapchat filters, which will ultimately lead them to the Lowe entrance.



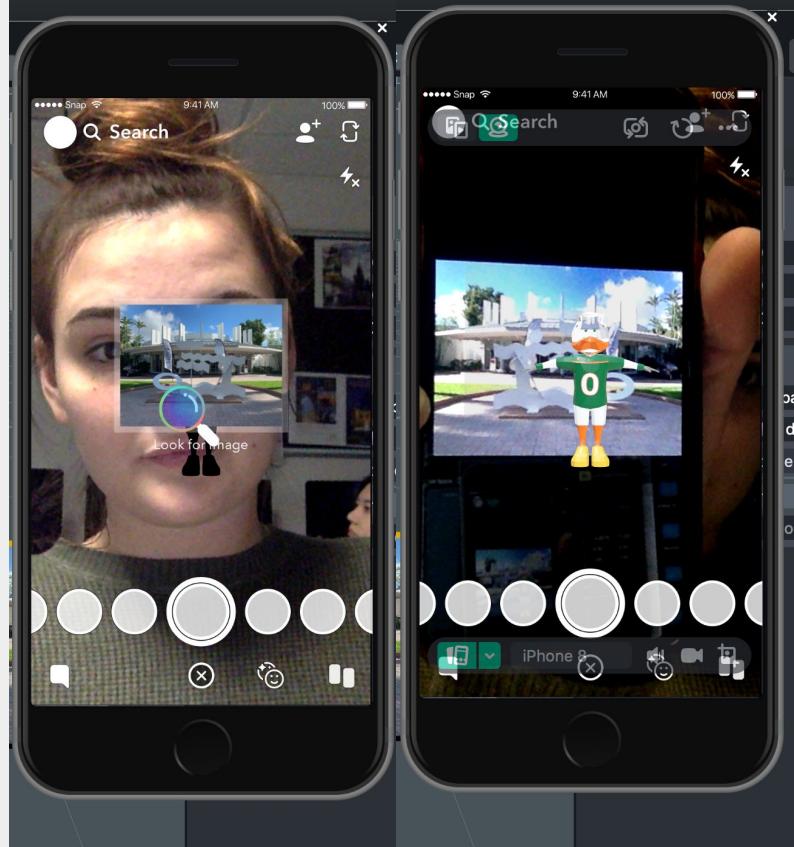
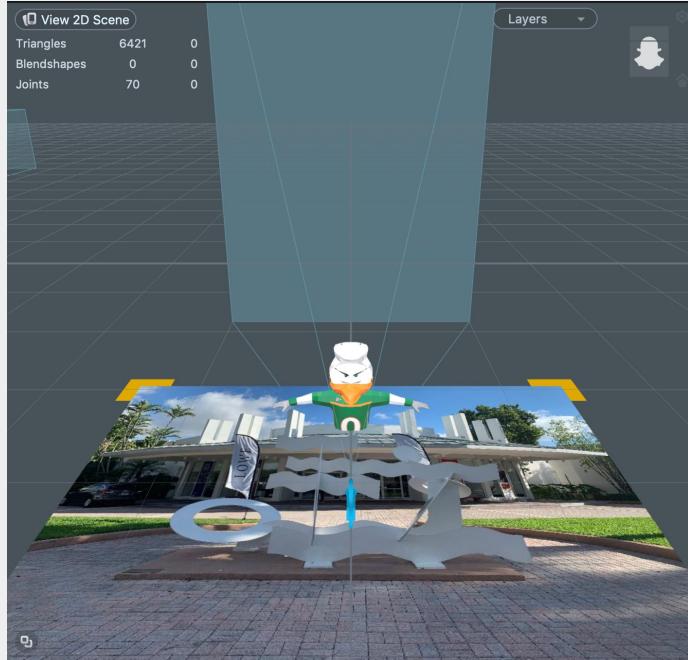
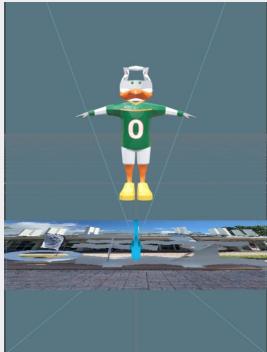
SNAPCHAT

PURPOSE:

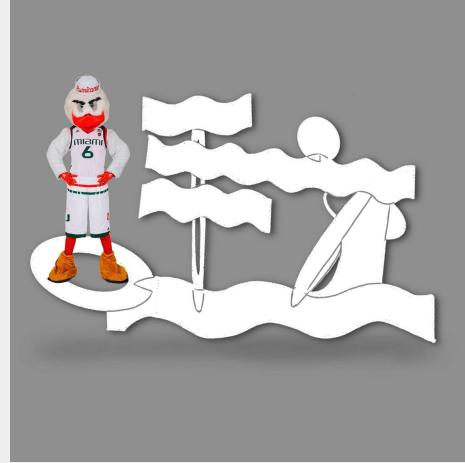
The purpose of the snapchat lenses is to draw people to appreciate the sculptures and create a digital scavenger hunt to guide those to the Lowe Museum.

Snapchat Lens

Marketing to the
Lowe Museum to
students on campus
through snapchat AR
Lenses.

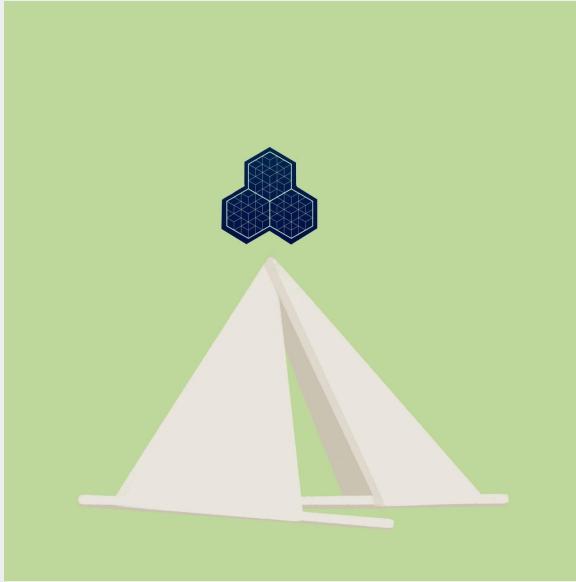


Circles & Waves 28



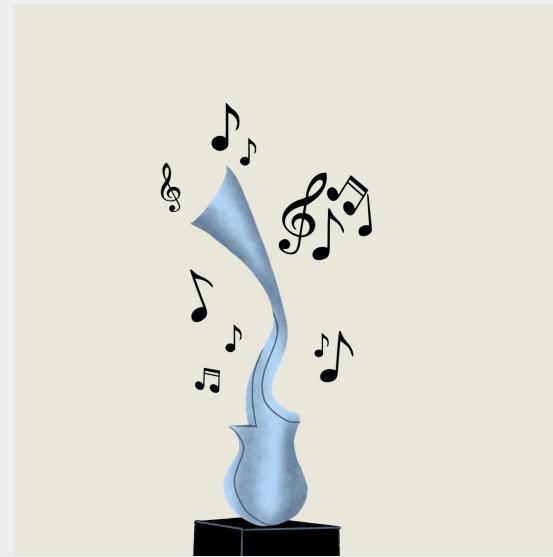
Adding Sebastian animation
to the sculpture.

ASCENSION/ DESCENSION 14



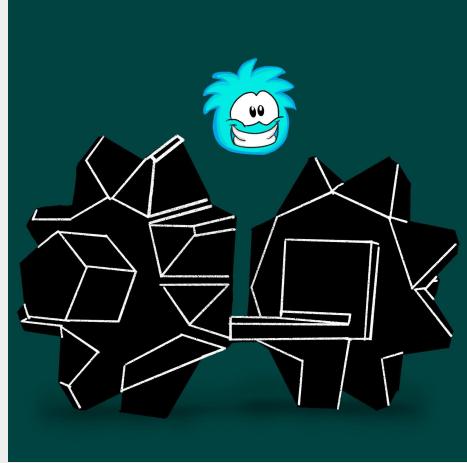
Adding cube animation to the
sculpture.

Music For Your Eyes 10



Adding music note animation to the sculpture.

Barbell 21

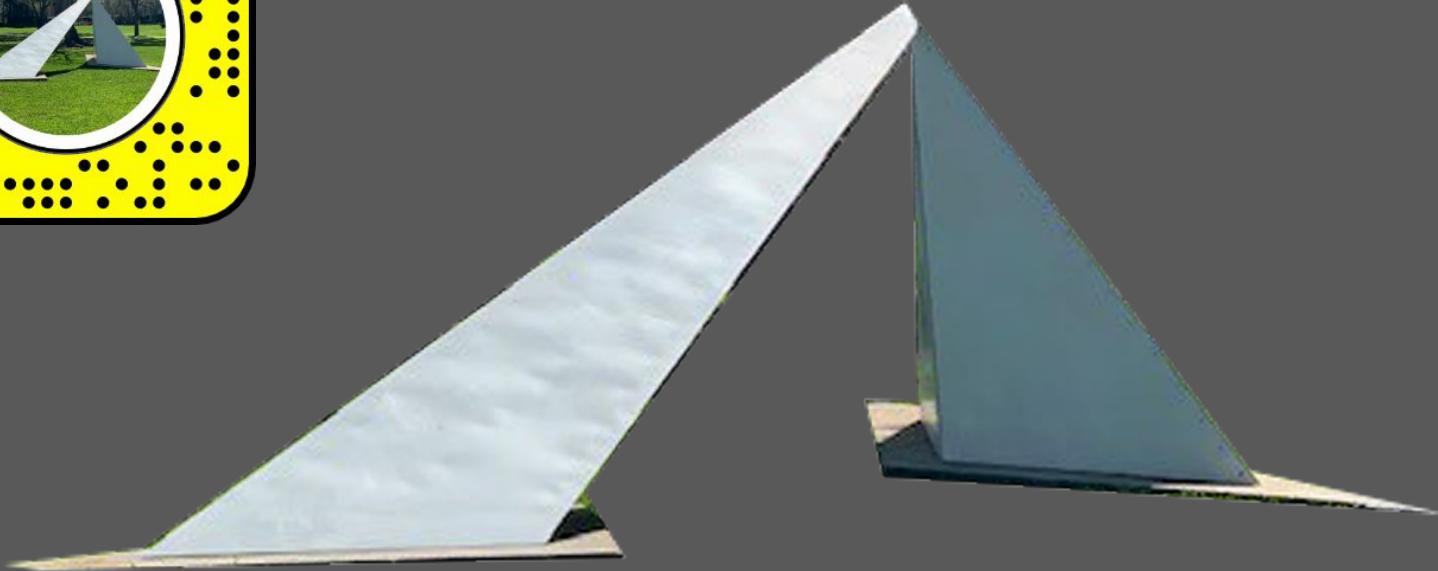


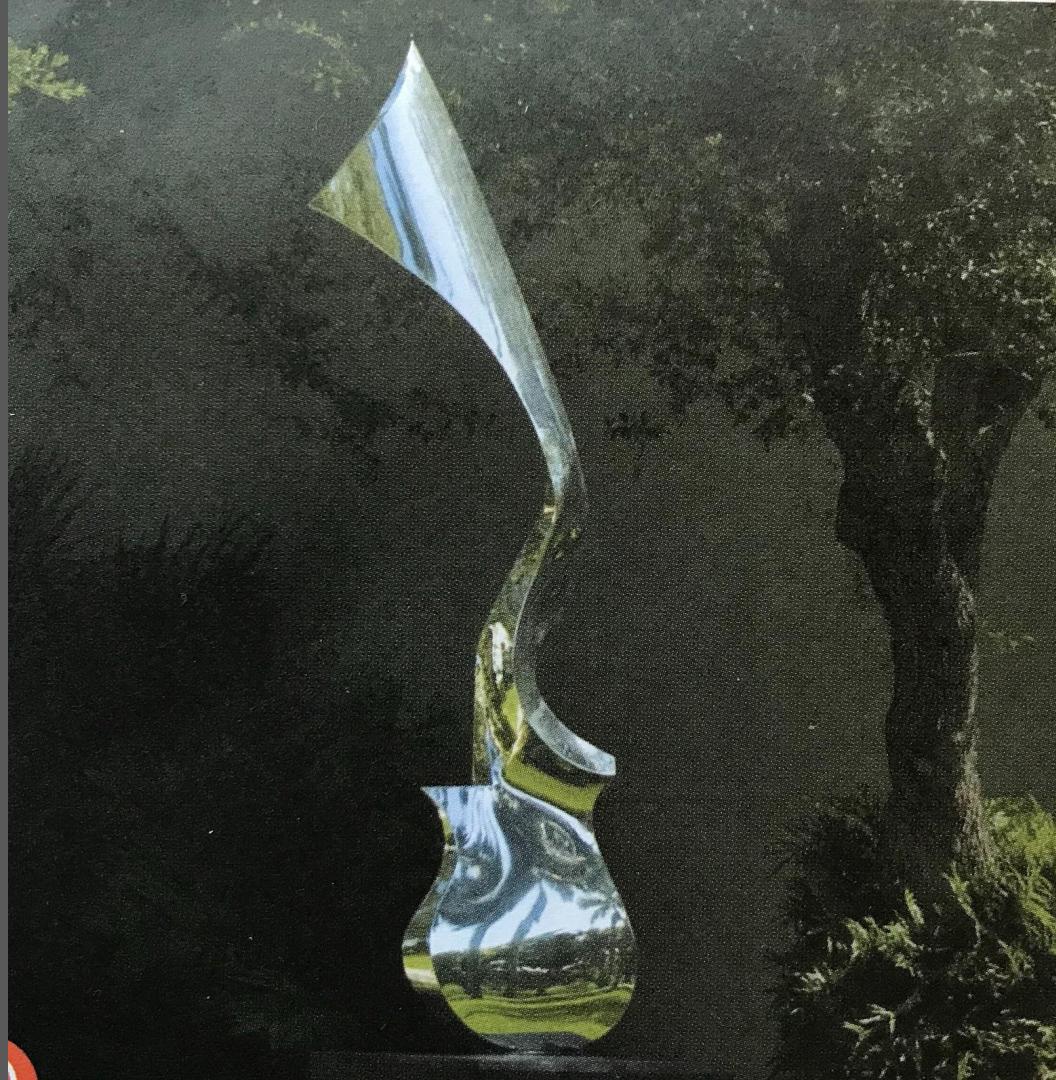
Adding puffle animation
to the sculpture.

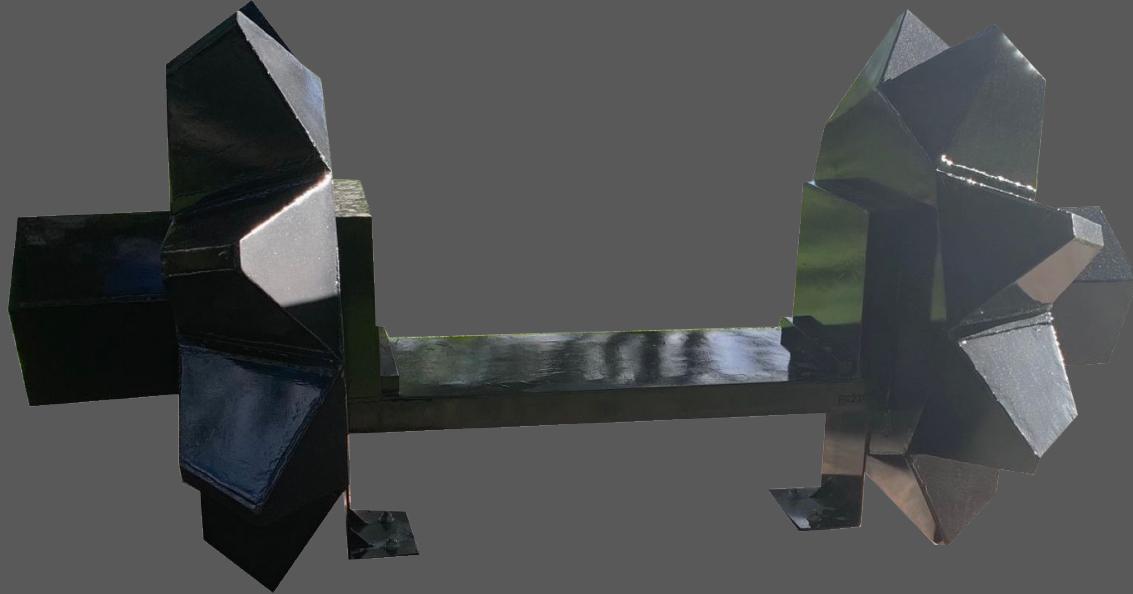
COLLECT THEM ALL!











THE HECKLER

PURPOSE:

The purpose of the Heckler code is to grab people's attention while they are walking near or passing the entrance to the museum.

Movement Test (Activates Audio)



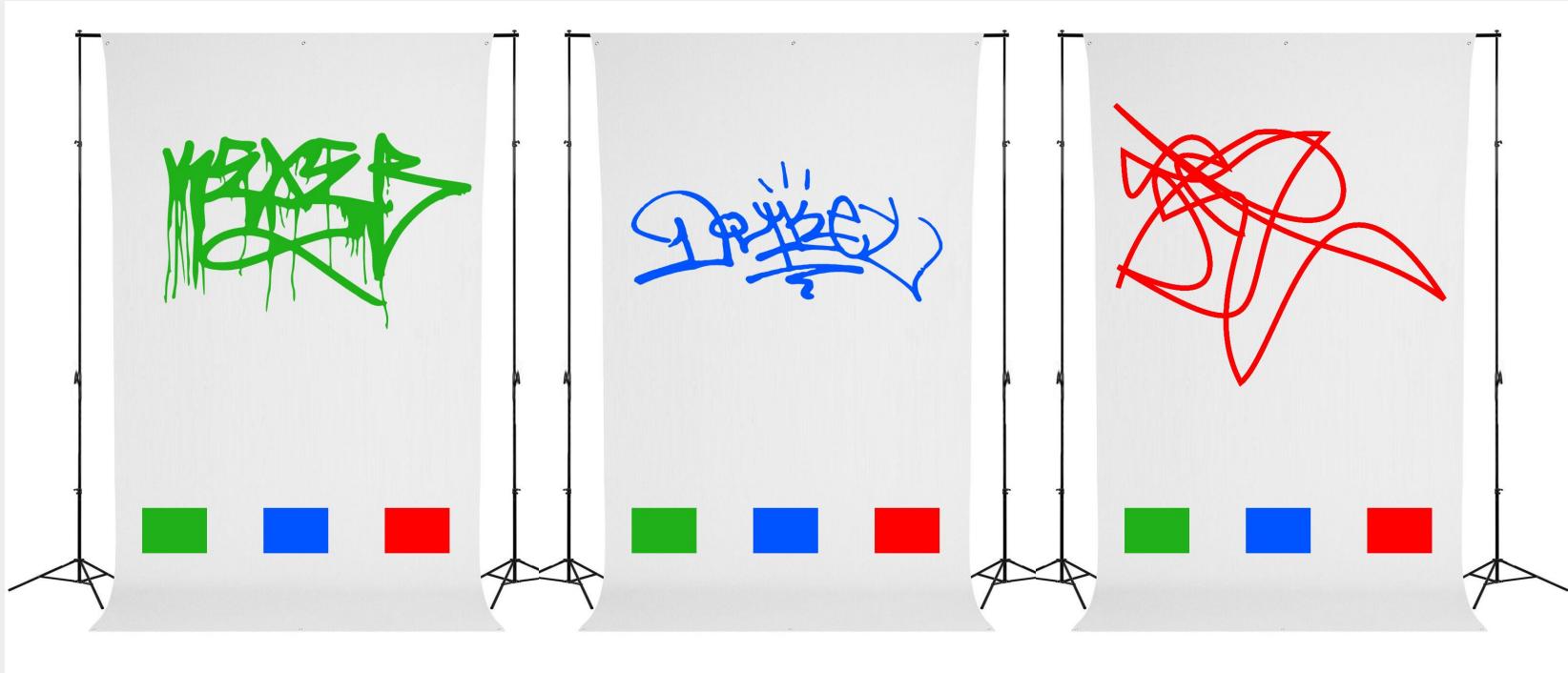
GRAFFITI CODE

PURPOSE:

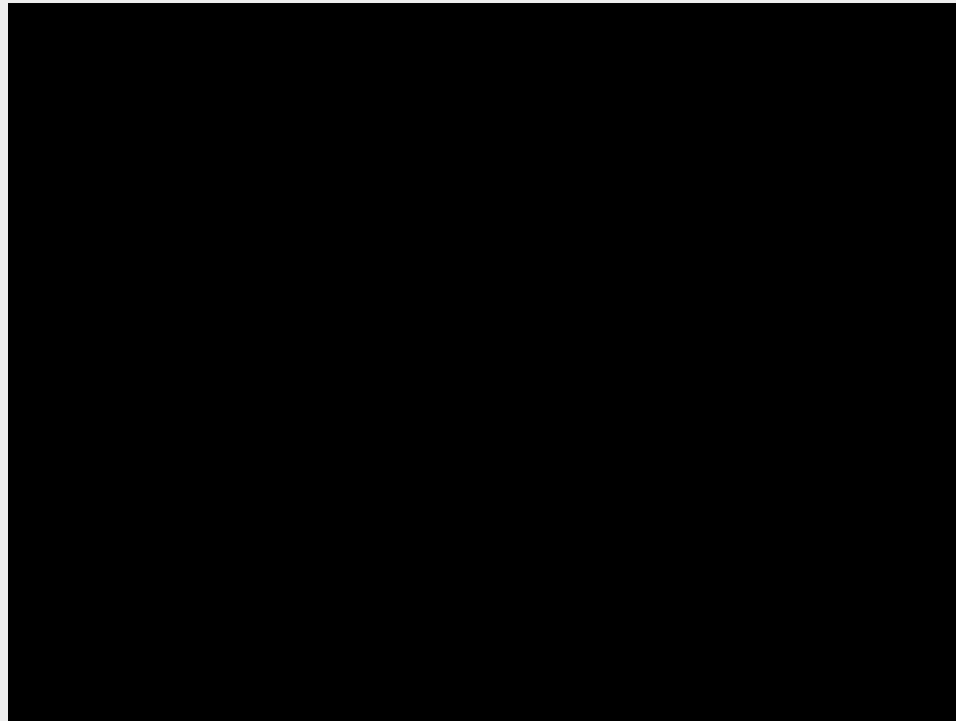
The purpose of the digital graffiti instillation is to attract a younger crowd, although it is a fun attraction for people of any age.

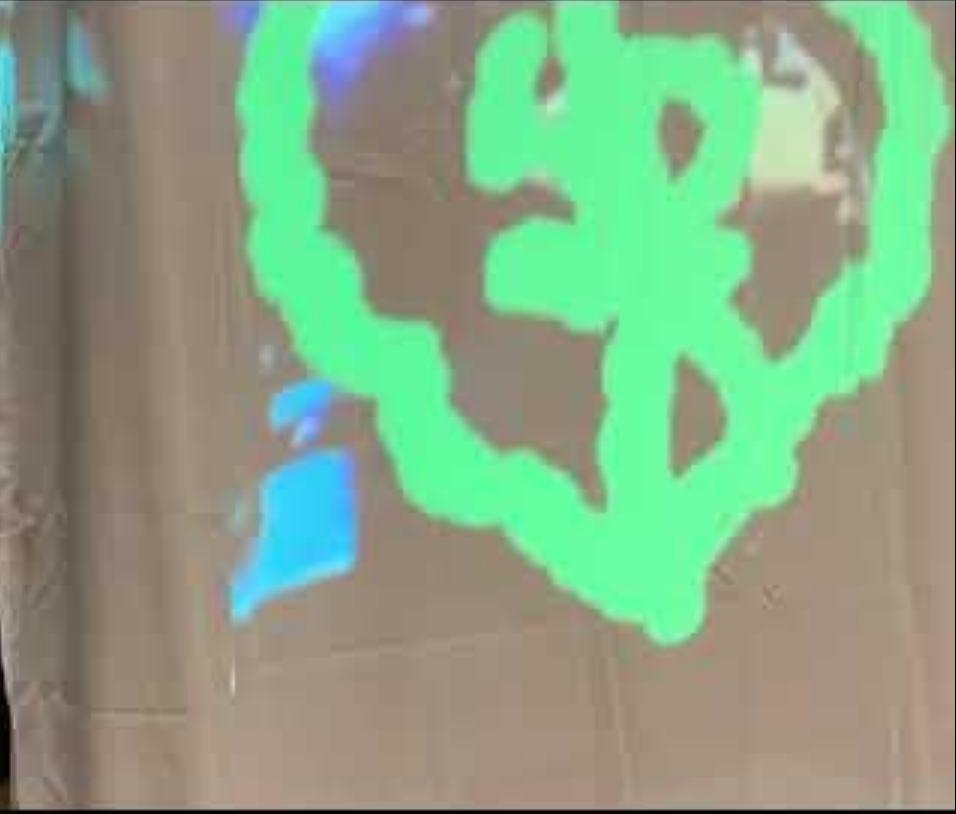
The installation will be at the front door of the museum and will invite them to visit the other exhibitions inside the museum.

Laser Graffiti



Drawing Graffiti Test





Improvements

MARKETING

- Create an event and disseminate it through social channels and through University Communications to reach a larger audience

GRAFFITI CODE

- Create a user interface which allows for the graffiti paint color to be changed
- Reset Screen Functionality

THE HECKLER

- Make the voice recording more understandable
- Friendlier voice

SNAPCHAT

- Continue to perfect 3D animation
- Have a code done for all the sculptures on campus