

Map Redesign

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OUR APPROACH

The five phases of the design process:

1

DISCOVERY



2

INTERPRETATION



3

IDEATION



4

EXPERIMENTATION



5

EVOLUTION



I have a challenge.

How do I approach it?

I learned something.

How do I interpret it?

I see an opportunity.

What do I create?

I have an idea.

How do I build it?

I tried something.

How do I evolve it?

GENERAL RESEARCH

INTERVIEWS with VISITORS

- + General Info
- + Navigating the Museum
- + Exhibits Visited
- + Reasons for Visiting
- + Map Usage

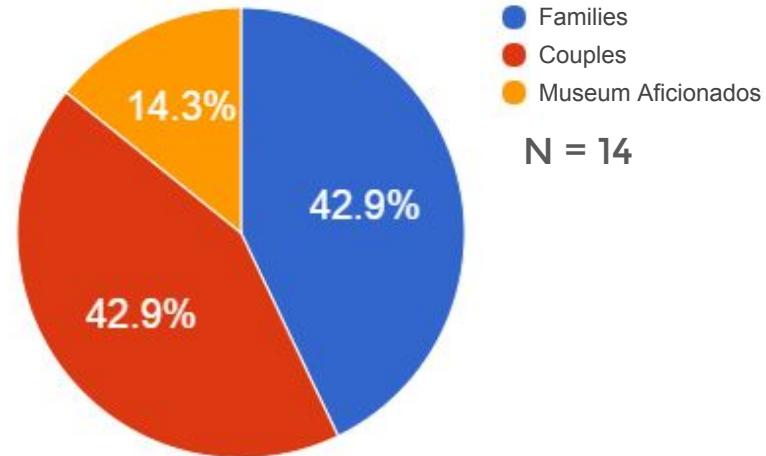


GENERAL RESEARCH

INTERVIEWS with VISITORS

- + General Info
- + Navigating the Museum
- + Exhibits Visited
- + Reasons for Visiting
- + Map Usage

Breakdown of Interviewees



GENERAL RESEARCH

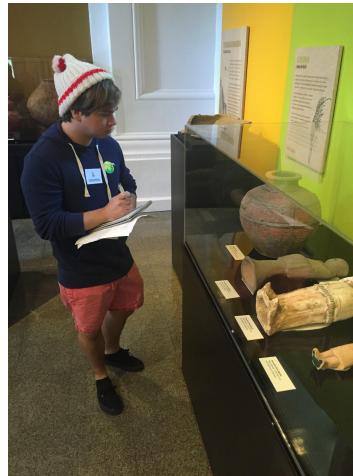
EMPATHIZE.



DAD + “CHILD”



POOR EYESIGHT



ENTHUSIAST

- + MORE!
 - + “No Map”
 - + Couples
 - + Solo Visitor
 - + First-time visitors

GENERAL RESEARCH

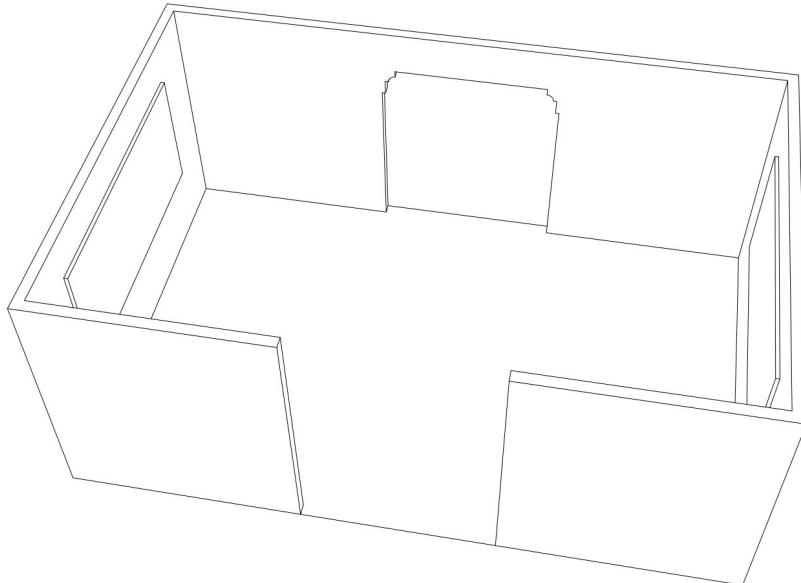
AFFINITY DIAGRAM

NEED AREAS:

- + Wayfinding
- + Lobby Space
- + Side Exit



GENERAL RESEARCH



LOBBY PROBLEMS

- Crowded
- Stanchions
- Unclear ticket pricing
- Not “Inviting”
- Maps undiscoverable

GENERAL RESEARCH

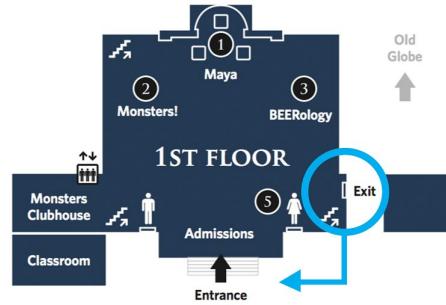


SIDE EXIT PROBLEMS

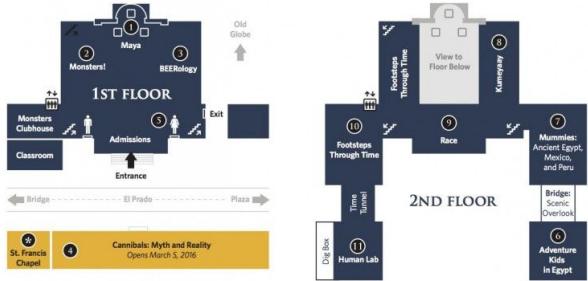
- Current sign is worn and not noticeable.
- People attempted to use it as an entrance.

SIDE EXIT PROTOTYPE

GENERAL RESEARCH



MAP



① Maya: Heart of Sky, Heart of Earth
View huge majestic monuments and ancient artifacts from the fascinating world of the Maya.

② Monsters!
Magical and mythical creatures for kids of all ages. Make your own beasties on our giant magnet wall, put on a puppet show, and more.

③ BEErology
Modern civilization is bee civilization! Cultures around the world perfected brewing in interesting ways.

④ Cannibals: Myth & Reality Opens March 5, 2016
In this thoughtful one-of-a-kind exhibit, you'll discover that cannibals aren't who you think they are. In fact, there's a good chance that your ancestors were cannibals. You may even have a few cannibalistic practices yourself.

⑤ Tower Tour Check-In
Tower Tour ticket-holders meet here, just inside the front entrance.

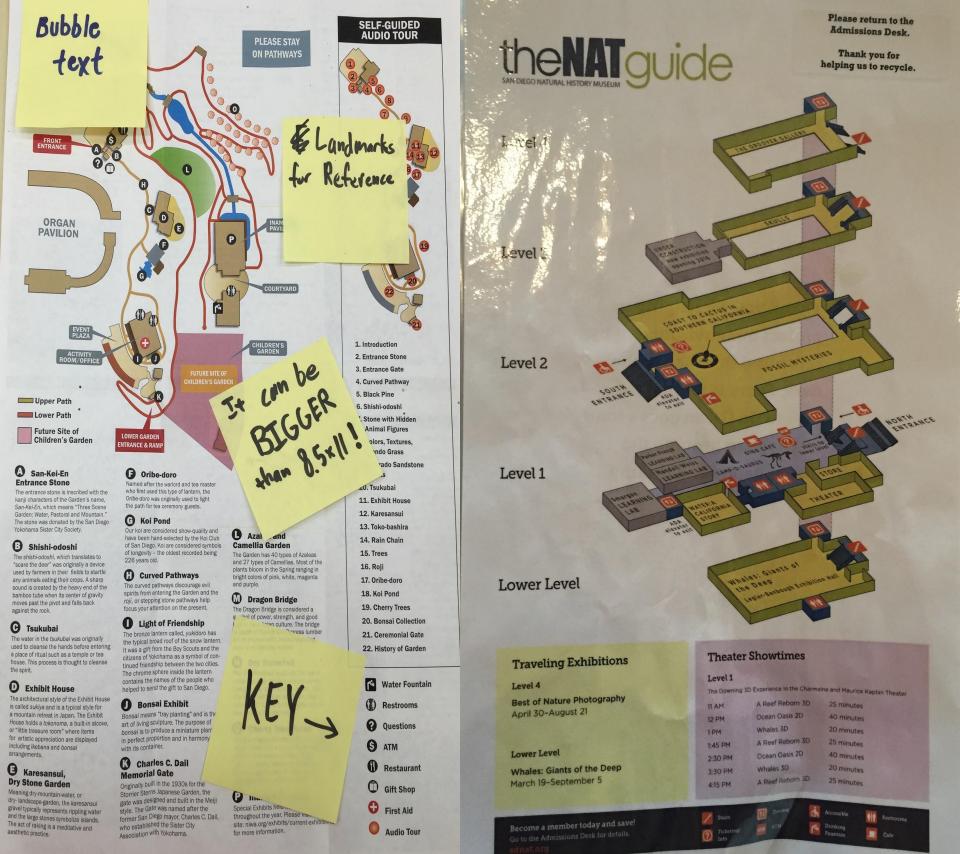
⑥ Ask about weddings in the chapel.



PROBLEMS

- “I can’t read the text...it’s too small!”
- “It’s hard to distinguish exhibits.”
- “I couldn’t find the map.”
- “Where is Cannibals?”

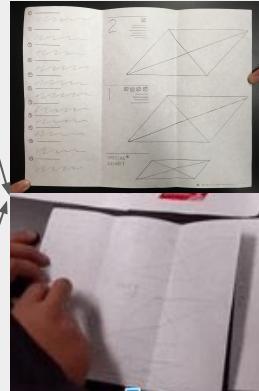
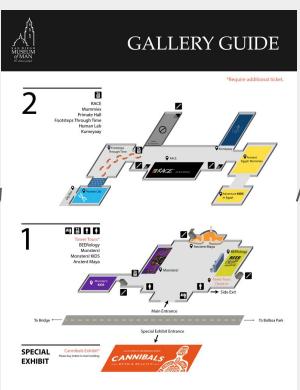
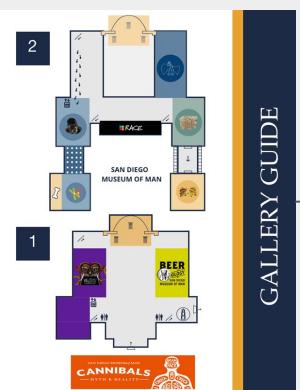
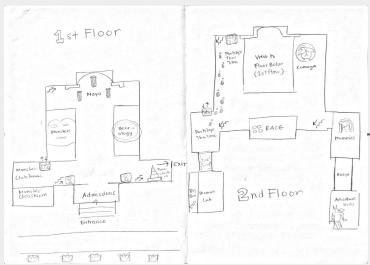
MAP



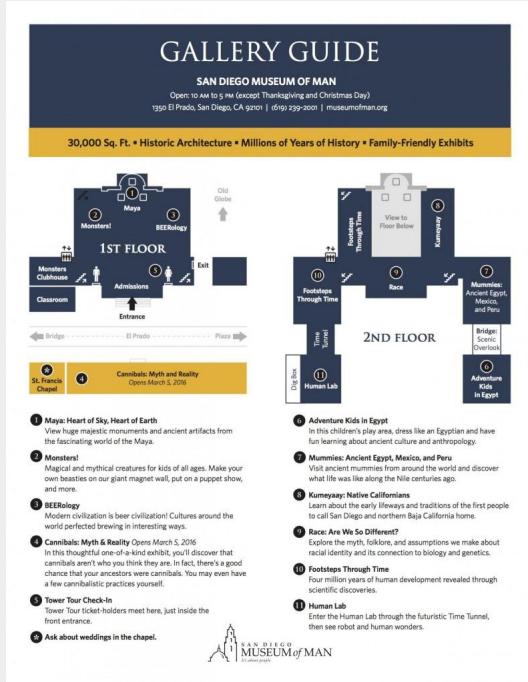
COMPETITIVE ANALYSIS

- Other museum maps
 - Theme park maps

MAP - Prototyping



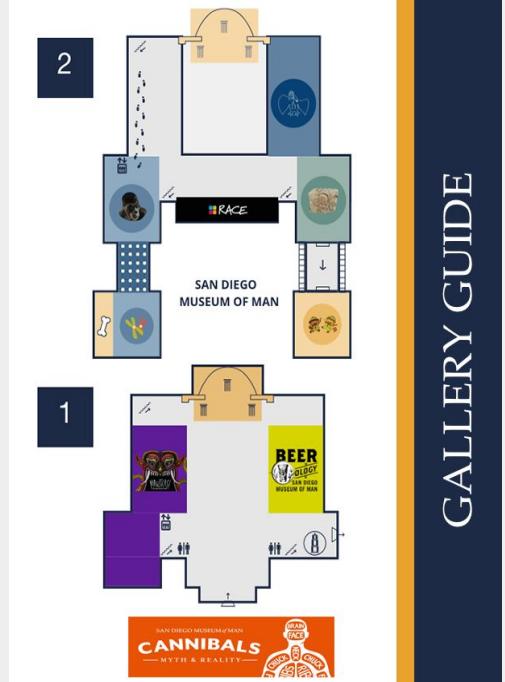
MAP - ROUND #1 PROTOTYPES



1



2



3

GALLERY GUIDE

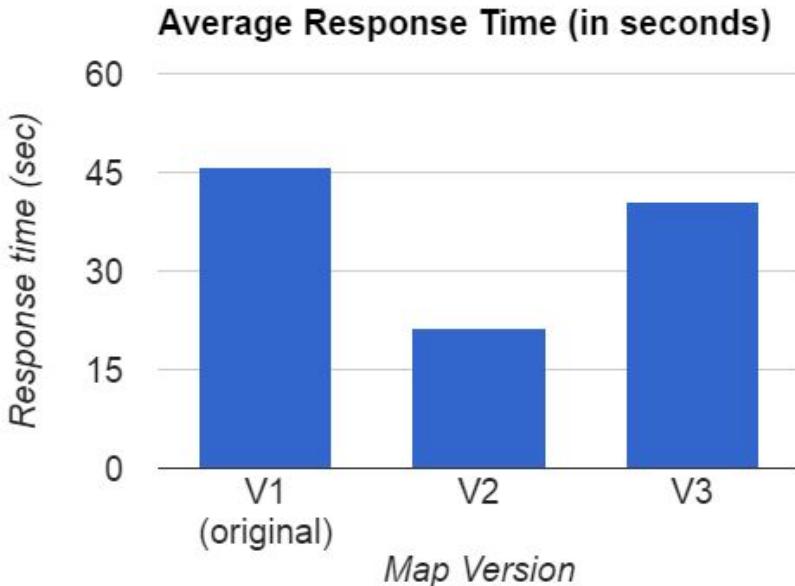
MAP - ROUND #1 PROTOTYPE TESTING



METHODS

- Contextual
- Task-based
- 3 Procedures:
 - Location
 - Cannibals
 - Bathroom

MAP - PROTOTYPE ROUND #1 TESTING

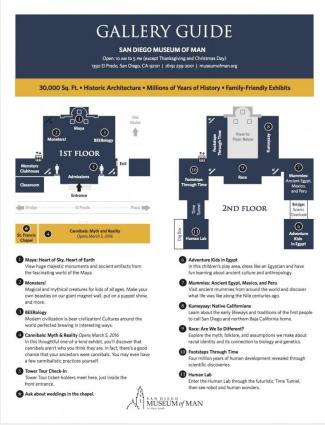


DATA

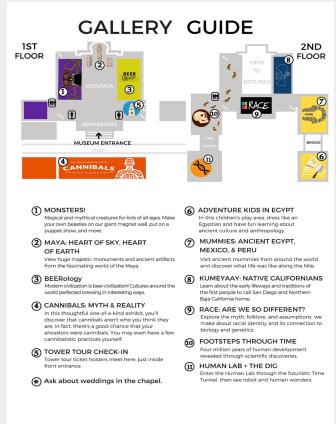
- 41 Participants
- Timed Recognition Task:
 - #1 = V2
 - #2 = V3
 - #3 = V1

MAP - PROTOTYPE ROUND #1 TESTING

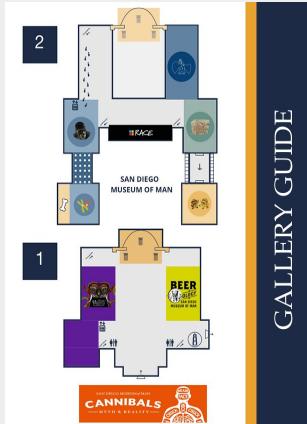
1



2



3

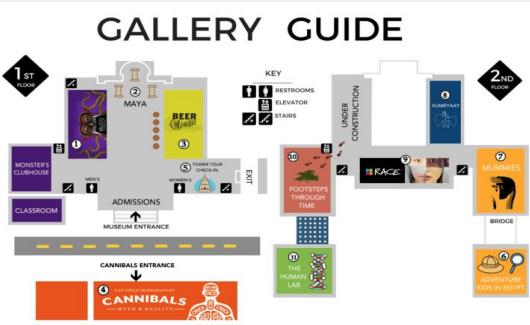


- Worst identification
- People gave up finding 'Cannibals'
- Unclear icons

- Best identification
- Correct 'Cannibals' response
- Contrast too low

- 2nd best identification
- One instance of incorrect 'Cannibals'
- Orientation helped users ID exhibits

MAP PROTOTYPES - ROUND #2



① MONSTERS!

Magical and mythical creatures for kids of all ages. Make your own beauties on our giant magnet wall, put on a puppet show, and more.

② MAYA: HEART OF SKY, HEART OF EARTH

View huge majestic monuments and ancient artifacts from the fascinating world of the Maya.

③ BEERology

Modern civilization is beer civilization! Cultures around the world perfected brewing in interesting ways.

④ CANNIBALS: MYTH & REALITY

At this thought-provoking interdisciplinary exhibit, you'll discover that cannibals aren't who you think they are. In fact, there's a good chance that your ancestors were cannibals. You may even have a few cannibalistic practices yourself!

⑤ TOWER TOUR CHECK-IN

Tower tour ticket holders meet here, just inside front entrance.

Ask about weddings in the chapel.

⑥ ADVENTURE KIDS IN EGYPT

In this children's play area, dress like an Egyptian and have fun learning about ancient culture and anthropology.

⑦ MUMMIES: ANCIENT EGYPT, MEXICO, & PERU

Visit ancient mummies from around the world and discover what life was like along the Nile.

⑧ KUMEYAA: NATIVE CALIFORNIANS

Learn about the early lifeways and traditions of the first people to call San Diego and Northern Baja California home.

⑨ RACE: ARE WE SO DIFFERENT?

Explore the myth, folklore, and assumptions we make about racial identity and its connection to biology and genetics.

⑩ FOOTSTEPS THROUGH TIME

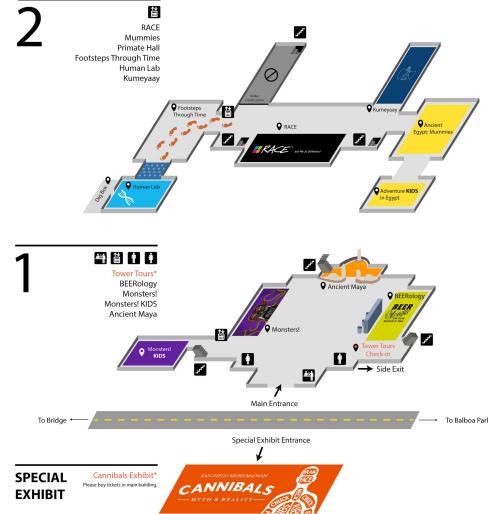
Four million years of human development revealed through scientific discoveries.

⑪ HUMAN LAB + THE DIG

Enter the Human Lab through the futuristic Time Tunnel, then see robot and human wonders.

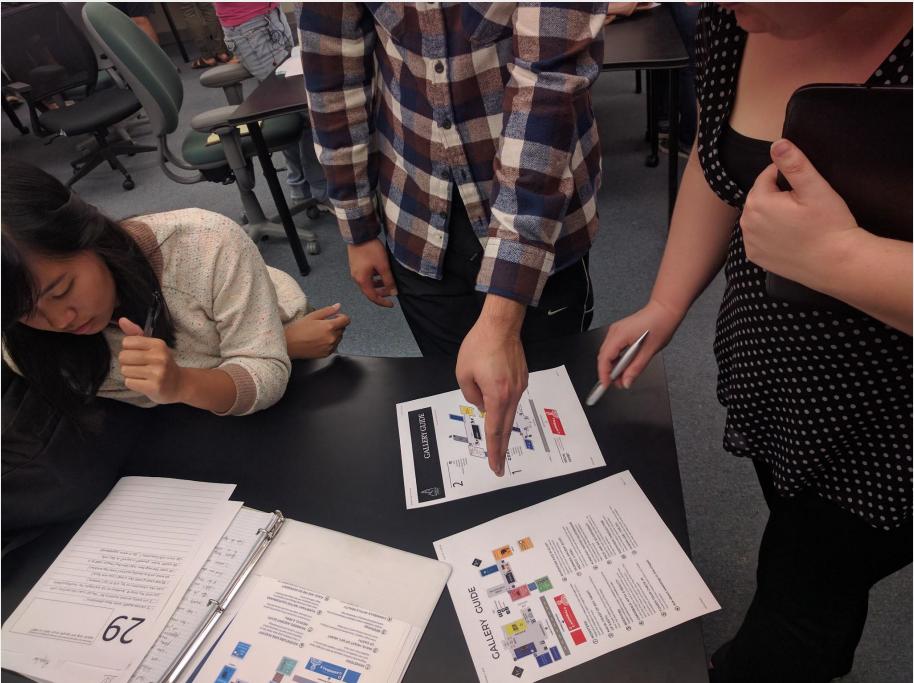


*Require additional ticket.



5

MAP - ROUND #2 PROTOTYPE TESTING



RESEARCH QUESTION

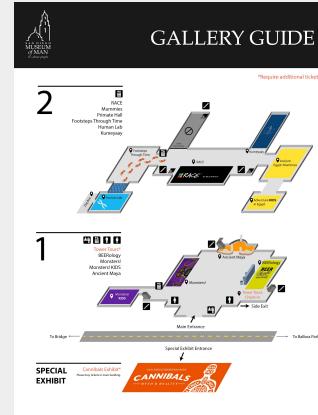
- “What information is most important?”
- “Which version are people more likely to take?”

MAP PROTOTYPES - ROUND #2

4



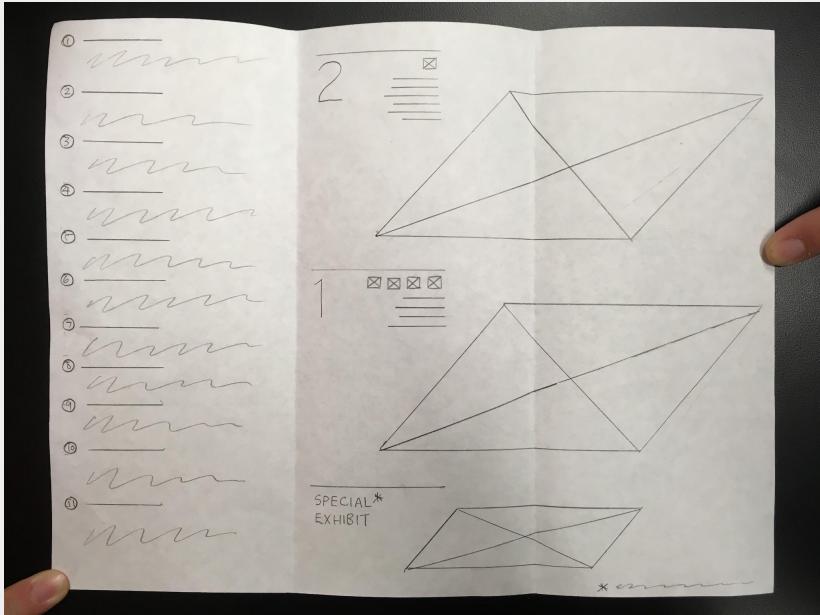
5



- 31% preferred
- Some liked descriptions
- Return visitors liked this orientation

- 69% preferred
- “I can easily envision myself in this layout”

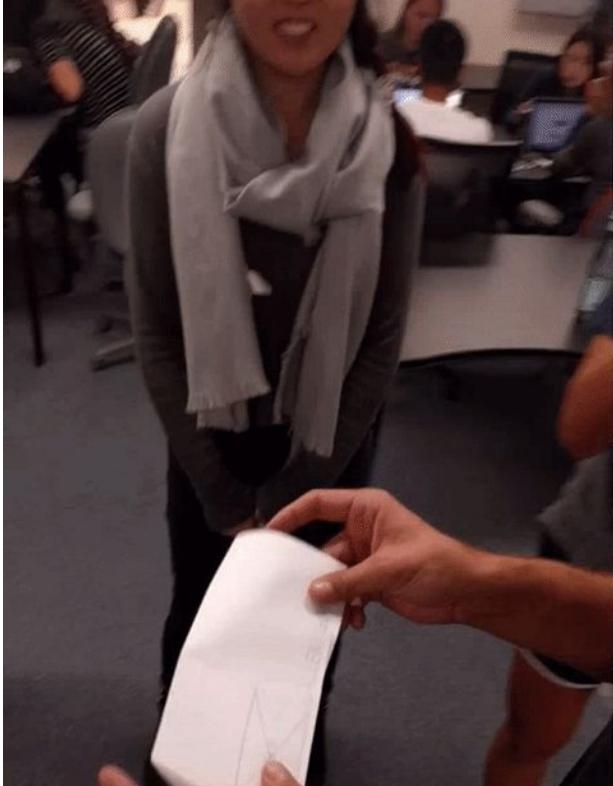
MAP PROTOTYPE - ROUND #3



INFORMATION ARCHITECTURE

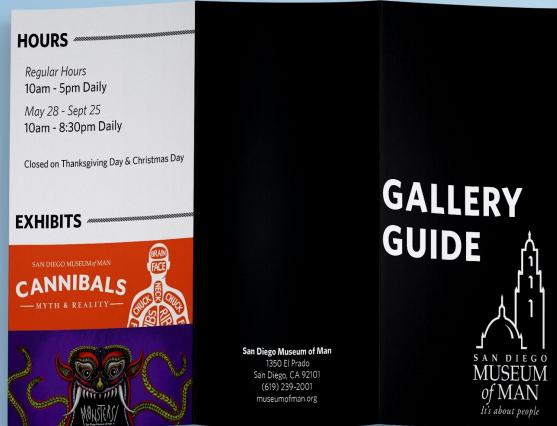
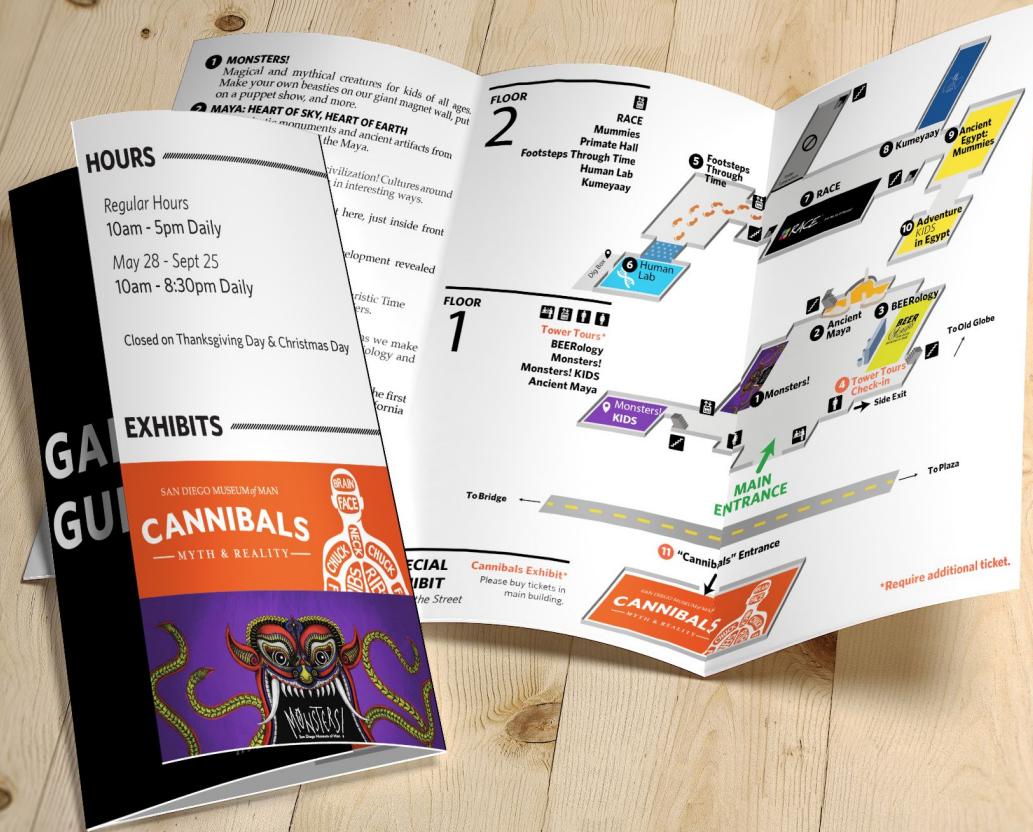
- **Wireframe Paper Prototypes**
- **Think Aloud**
- **Capturing 'gut' reactions**

MAP R3 + DATA



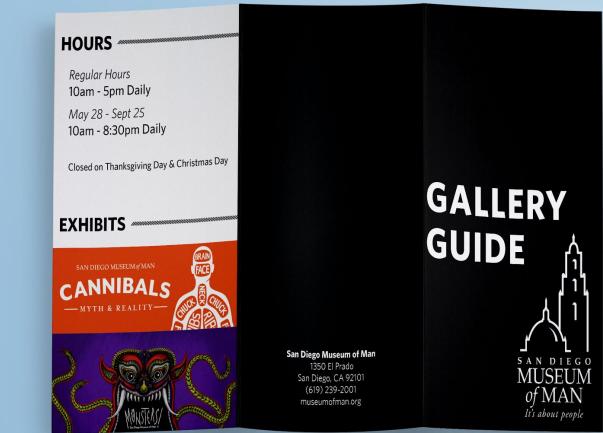
TAKEAWAYS

- No sideways text
- Bigger font on front
- 80% of people preferred text on the left
- Add “floor” to 1 & 2 labels



BENEFITS

- + Improved Spatial Recognition
- + Accessibility of Design
- + Optimized Information Architecture
 - + Clearer Pricing, Hours of Operation & More
- + Easier Identification of Cannibals
- + Reduced Reliance on Staff
- + Modern & Clean Design



A group of six people are gathered around a large sheet of paper spread out on the floor. They are all looking down at the paper, which has several sticky notes pinned to it. One person on the left is wearing glasses and a grey sweatshirt. Another person in the center is pointing at the paper. A person on the right is writing on a pink sticky note. The room has a tiled floor and some furniture in the background.

THANK YOU!