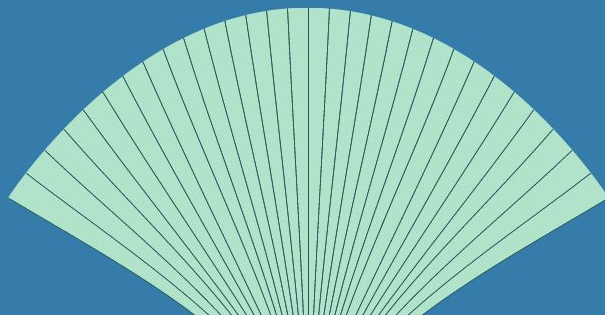


Deep Divers

# Monterey Bay Aquarium

Minimum Viable Product

03.17.21



Deep Divers

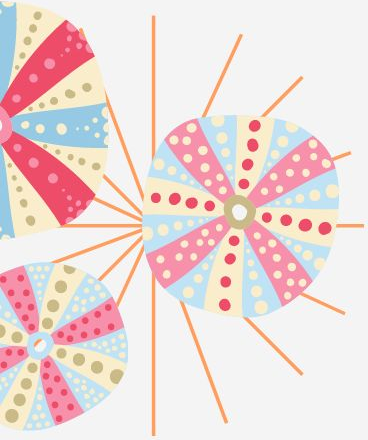
## Agenda



1 Project update

2 Usability fixes & MVP

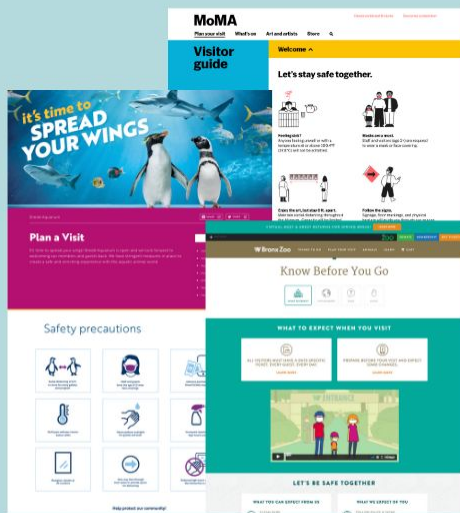
3 Feedback & activity



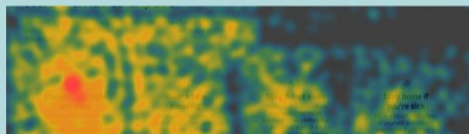
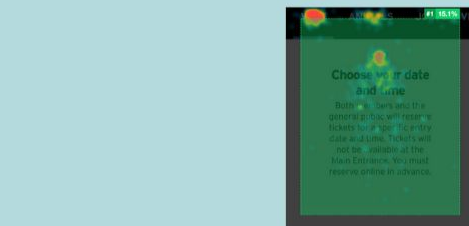
How can we provide users with the  
information, excitement, and  
confidence they need to return to the  
museum upon reopening?

~~~~~

## Competitive analysis



## Heatmaps & Recordings

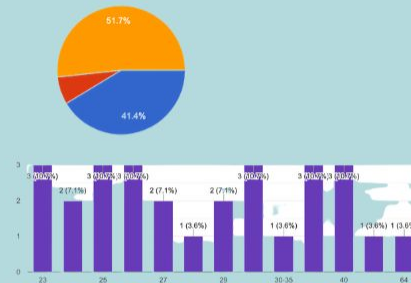


## Research update

## Survey

### Museum Visitor Survey

This questionnaire aims to capture information about your experience and will be analyzed by Graduate Students within the Dept.



New exhibition, specific covid precautions, timed tickets

To entertain my three year old.



---

Our user

---



**JACOB SMITH**  
SALINAS, CA

37 years old  
Consultant (\$80k<)  
Married with children

---

**VISIT NEEDS:**

explicit safety measures  
child-focused  
planning ahead



Deep divers

# User journey

Discover

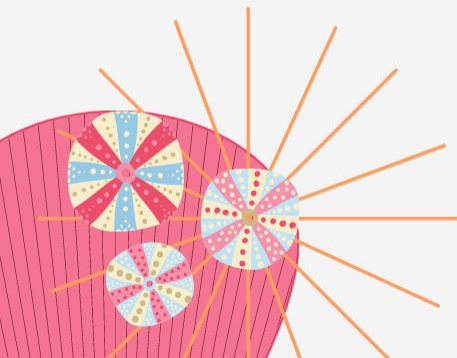
Learn

Acquisition

Plans for visit

Visits

Deep divers





## Discover



Visits  
aquarium  
website

Sees  
that  
aquarium  
is open.

Goes to  
welcome  
back  
page

Website home  
page

Banner for  
re-opening

"We are open"  
actions on menu

## User journey





Learn

## User journey

Visits  
aquarium  
website

Sees  
that  
aquarium  
is open.

Wants to  
learn  
more  
about the  
reopening

Sees  
how  
safety is  
handled

Reads  
reviews  
from  
other  
guests

Website home  
page

Banner for  
re-opening

"We are open"  
actions on menu

Sees changes for  
visiting

Reads about new  
safety process

Reads what he  
must do to visit

Reads comments  
from other guests

Deep divers





## Acquisition

Understands  
changes  
from normal  
visits

Chooses  
date and  
time to  
visit

Purchase  
tickets  
for family

Click calendar for  
day and time

Enter information  
for buying tickets

---

## User journey

---



## User journey

### Plan for visit

Understands  
changes  
from normal  
visits

Chooses  
date and  
time to  
visit

Purchase  
tickets  
for family

Downloads  
the map to  
phone

Watches  
the  
welcome  
back video  
about  
changes

Explores  
exhibits  
and city  
to learn  
what is  
there

Click calendar for  
day and time

Enter information  
for buying tickets

Explore map

Send map to cell  
phone

Watches  
welcome back  
video

Views exhibits to  
learn what  
animals are there

Deep divers



Visit

## User journey

Arrives  
15  
minutes  
prior to  
selected  
time

Shows  
ticket on  
phone to  
ticket  
office

Uses map  
on phone  
to get  
around

Has  
amazing  
time and  
buys  
souvenir

Walks to ticket  
office

Uses eTicket on  
phone to get  
access

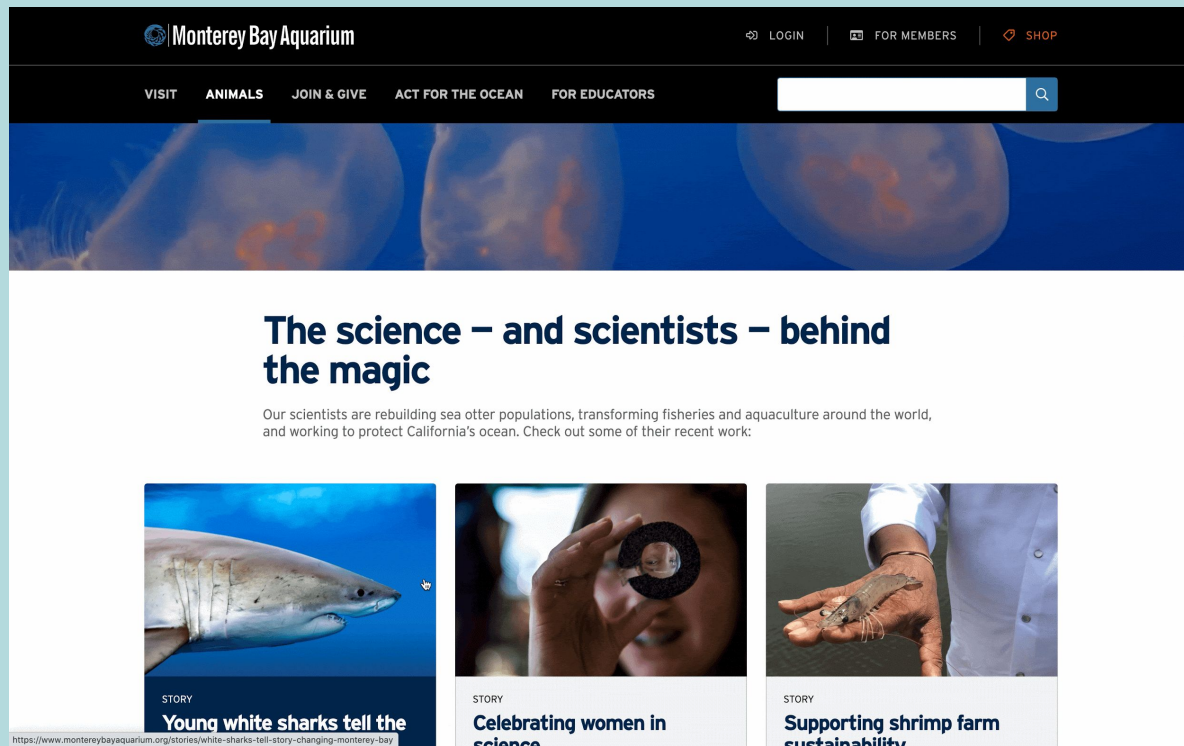
Follows 1-way  
direction of  
aquarium

Checks map on  
phone for finding  
certain animals



## Current mega-nav

## Usability Fixes

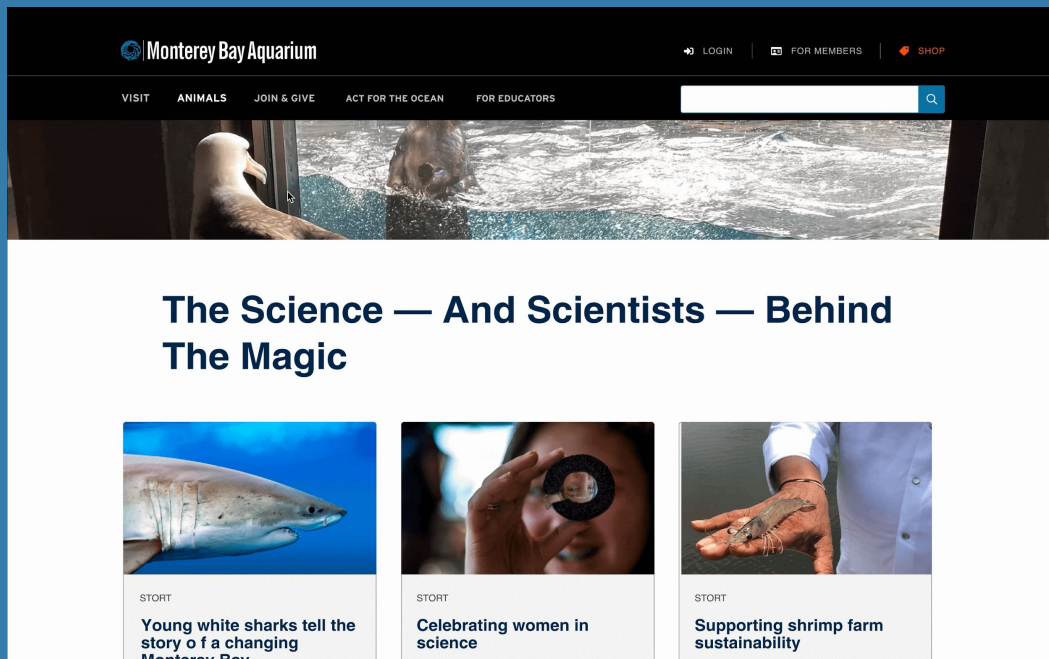




## Updated mega nav




## Usability Fixes





## Nested items

## Usability Fixes

 **Monterey Bay Aquarium**

[LOGIN](#) | [FOR MEMBERS](#) | [SHOP](#)

[VISIT](#) | [ANIMALS](#) | [JOIN & GIVE](#) | [ACT FOR THE OCEAN](#) | [FOR EDUCATORS](#)

### ANIMALS

[ANIMALS A TO Z](#)

- [African penguin](#)
- [Jellies](#)
- [Sea otter](#)
- [Sharks](#)
- [See all animals](#)

[ANIMAL STORIES](#)


[ANIMAL CARE](#)

### HABITATS

- [Beaches & dunes](#)
- [Kelp forest](#)
- [Open waters](#)
- [Deep sea](#)
- [See all habitats](#)

[LIVE CAMS](#)

[WALLPAPERS](#)




GIVE

### Support our work

We need your support to continue animal care and maintenance of the Aquarium.

[Donate now](#)



ABOUT US

### Share the love


We love sharing surprising science facts, amusing or adorable animal moments and inspiration from the ocean with you. Explore our stories for all this good stuff and more.

[Explore our stories](#)



## Active tab distinction

## Usability Fixes

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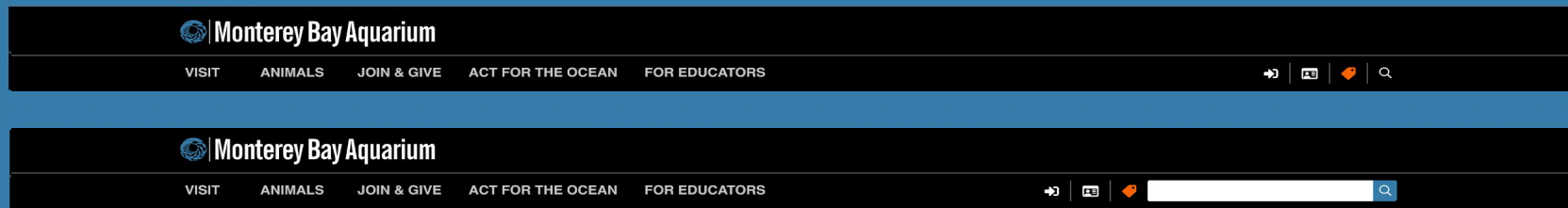




## Nav bar resize



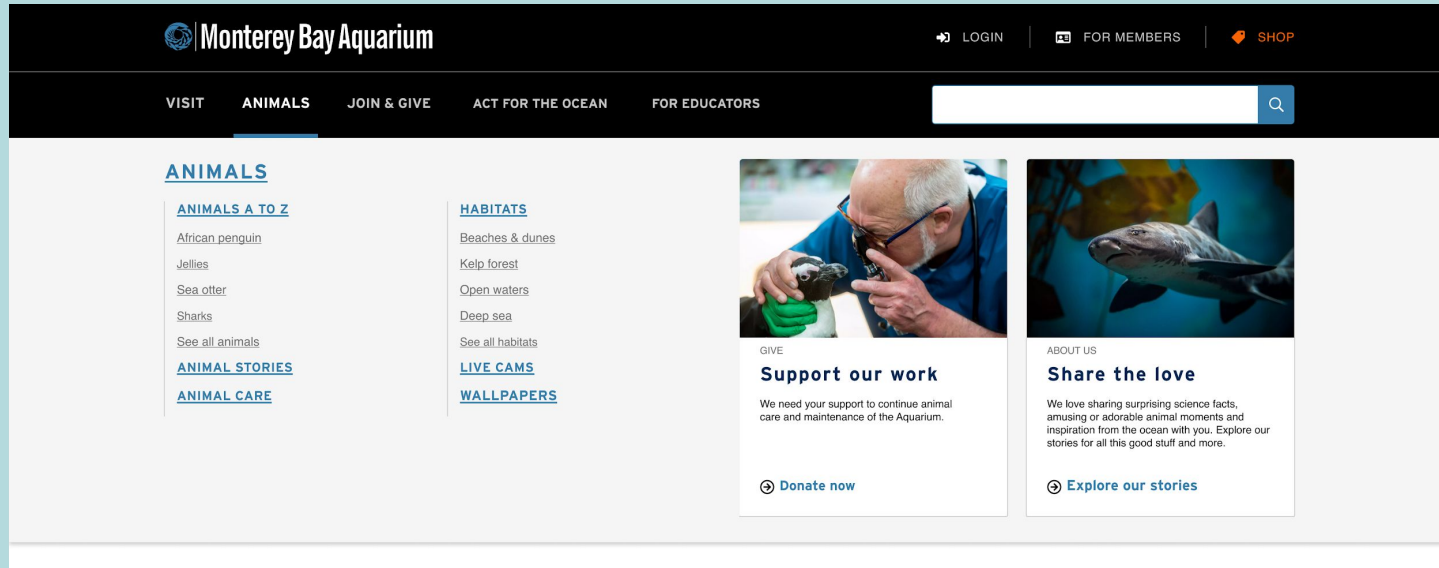
## Usability Fixes





## Primary header


## Usability Fixes





## Vertical cards

## Usability Fixes

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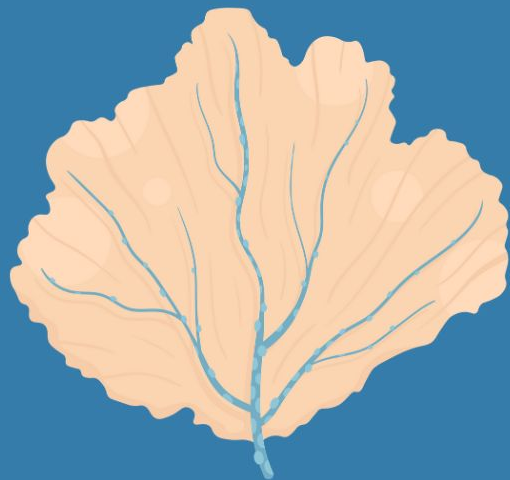
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MVP

---

# Minimal Viable Product

Walkthrough



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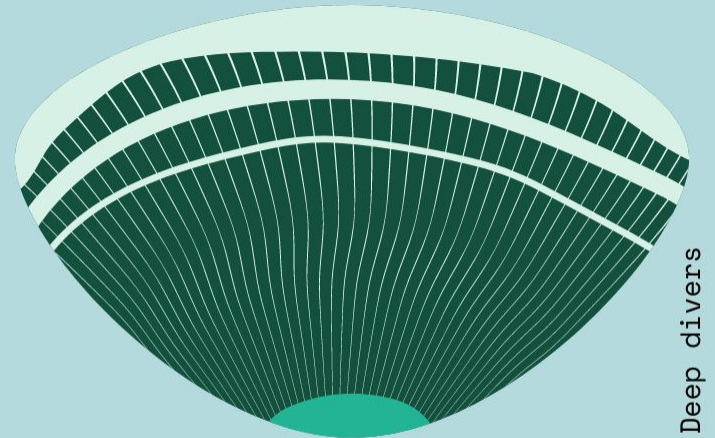
Feedback

---

Wins

Critique

Limitations



# Defining Next Steps

Prioritization Matrix



Thank you

