

Project Plan

Monterey Bay Aquarium Navigation Enhancements

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Objective

Improve the experience of the mega-nav system on the Monterey Bay Aquarium primary website. Ensure that users can find the primary tasks and understand the interactions of the mega-nav. The purpose will also be to Improve the responsiveness of the website across multiple devices.

Key Audience

Visitors to the aquarium are the key visitors to the website, this group is broken down into sub-categories of visitor types of general visitors and members; who are also more frequent visitors and require a few extra features for managing their membership. Individuals and parents planning family outings would be the primary audience. When schools return to in-session teachers planning field trips will also be a key target.

Another category of website visitors include those who want to learn about the aquarium and the animals who are there but are not planning on visiting the aquarium at this time; they may be looking for information on conservation, animal information and to view live cams of the exhibits.

Scenarios

Primary Audience

Jacob, 37, a marketing consultant, often spends his time working from home. He can't revisit offices until everything is back to normal. He's highly efficient, manages time well, and careful. However, the recent time has been tough for him and his family. Due to the current situation, Jacob's family (his wife and one daughter) find it difficult to go out together and spend some quality time.

Jacob sees an opportunity to take his family to visit Monterey Bay Aquarium this weekend. But before booking the tickets for the aquarium, he needs to be sure about precautions, timings, and pricing. While Jacob's daughter(Sarah) is using the family desktop to attend classes, Jacob uses his mobile phone to get all this information about Monterey Bay Aquarium, it is also easy for him to send screenshots to his wife(Liza) and make her aware. Jacob cares for his family and before anything else he checks the safety measure by the aquarium in regards to the pandemic. Once convinced, Jacob checks the visiting time of aquarium on their website. After

checking the availability of tickets, he books the ticket for his family and shares the information with his wife(Liza) by sharing the calendar invite with her via phone.

Secondary Audience

Shirley is a college student from Arkansas, currently studying animation at ArtCenter College of Design in Los Angeles. She loves the sea very much, but Arkansas is an inland state, so she applied to university in California. She likes marine life. She thinks that these marine lives have totally different structures and appearances to the land lives, which gives her a lot of inspiration for character design.

So she likes to drive to the beach during vacation, or visit the aquarium. She stayed at home for a year because of the epidemic, which made her feel very depressed. If the epidemic situation becomes better during the summer vacation and the aquarium reopens, she plans to go on a road trip through California State Route 1 with friends and visit the aquarium.

Principles

- Warmly embrace and excite the user by emulating the friendly experience of visiting the Aquarium
- Streamline the mega navigation to meet users where they are and connect them to where they need to go.
- Develop an agile, cost-effective MVP that inspires stakeholders and informs developers.

Research Questions

- Based on our client kickoff meeting, we defined our primary client as families who plan to visit the aquarium after the global pandemic:
 - What is the demographics of our end users?
 - Why are they planning to visit the aquarium?
 - What does the planning process look like for our end users?
 - What are the power dynamic(s) for family decision making?
 - What are some common patterns?
 - What information is important for family decision making?
 - How well does the current organization of content help visitors plan their trip to the aquarium?
 - What are visitors' expectations on the content to help plan their trip to the aquarium?
 - How do families access the platform (website, mobile or multi device?)

Methodology

- Background
 - Stakeholder interviews
 - User Survey
 - User Stories and Maps (User Journey Map)
 - Comparative research of similar sites and ideal sites
- Usability evaluation of current product
 - Moderated user research test
- Develop prototypes
 - Test prototypes and re-iterate feedback into design
- Visual Design
 - Final visual design and style guide for desktop and mobile

Timeline

- February 14 - February 21:
 - Create User Stories
 - Analyze Existing user research
 - Comparative Research
 - Plan moderated user research tests (Desktop)
 - Contacting other stakeholders
 - Mike (Divisions Director) and Dana (Digital Strategy Director)
- February 21 - February 28:
 - Conduct moderated user research test (Desktop)
- February 28 - March 7:
 - Synthesize collected data (Desktop)
 - Find top areas of improvement (Desktop)
 - Mockup top item (or top two depending on size) [MVP deliverable]
- March 7 - March 14:
 - MVP Presentation preparation
- March 17:
 - Present MVP and gather feedback
- March 14 - March 21:
 - Review feedback from client on MVP
 - Reiterate design based on feedback
- March 21 - March 28:
 - Wellness Week (no tasks)
- March 28 - April 4:
 - Continue mockup of desktop findings
 - High fidelity prototype of top items (interactive prototype as needed)
- April 4 - April 11:

- Visual polish and basic mobile exploration
- April 11 - April 18:
 - Start Final Presentation planning and Package deliverables for hand-off
- April 18 - April 25:
 - Test and re-iterate on Desktop designs
- April 25 - May 4:
 - Ensure complete Final Presentation planning and Package deliverables for hand-off
 - Presentation of final deliverables and handoff of assets (May 5)