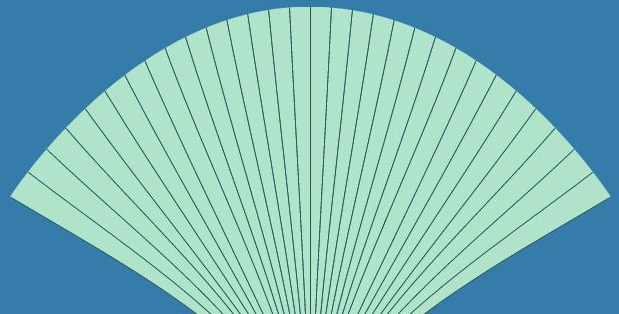
Deep Divers

Monterey Bay Aquarium

Minimum Viable Product

03.17.21



Deep Divers

Agenda

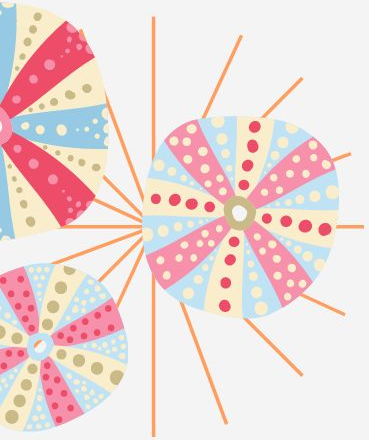
1 Project update

2 Usability fixes & MVP

3 Feedback & activity

Deep divers

Project goal



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

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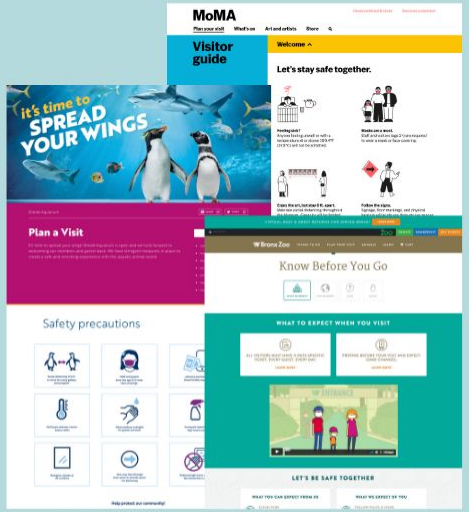
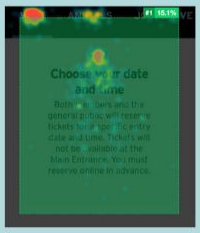
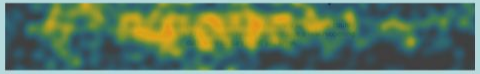
Research update

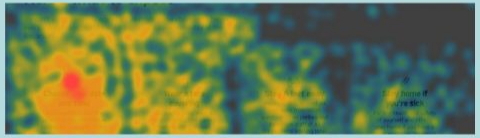
Competitive analysis



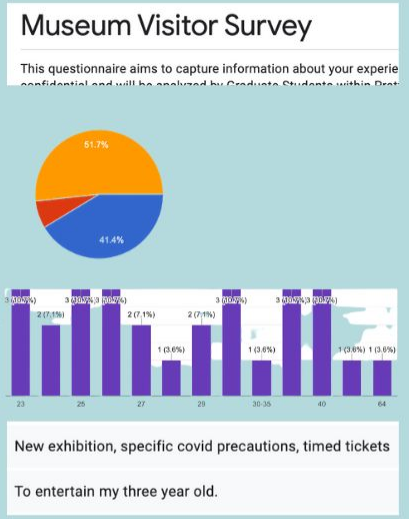
Heatmaps & Recordings







Survey



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Our user

JACOB SMITH

SALINAS, CA

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

VISIT NEEDS:

explicit safety measures

child-focused

planning ahead

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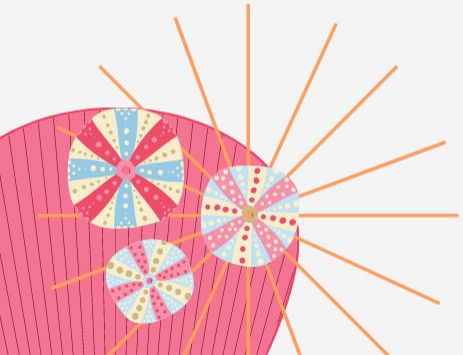
User journey



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User journey

Discover

Visits aquarium website

Sees that aquarium is open.

Goes to welcome back page

Deep divers

User journey

Learn

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

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User journey

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

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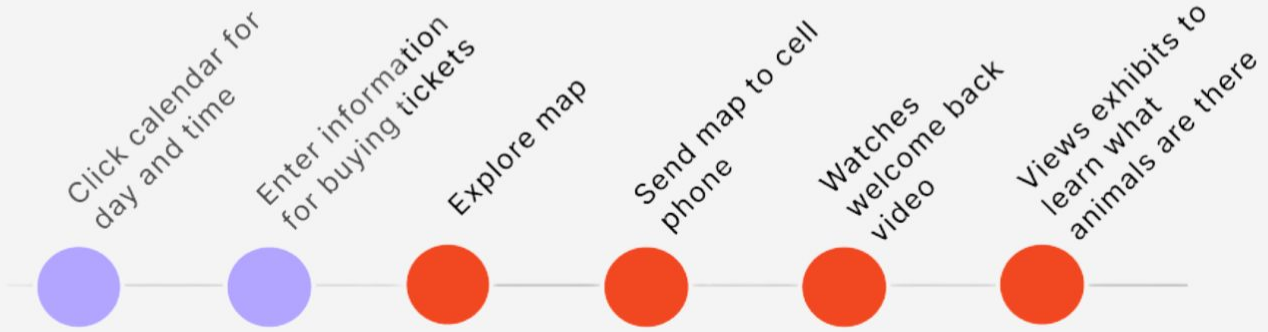
User journey

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



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User journey

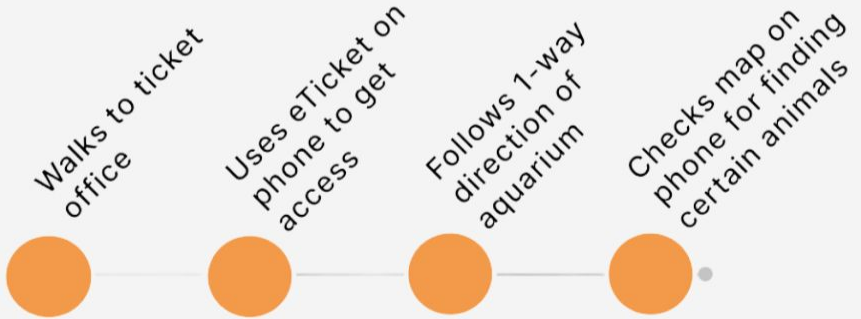
Visit

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



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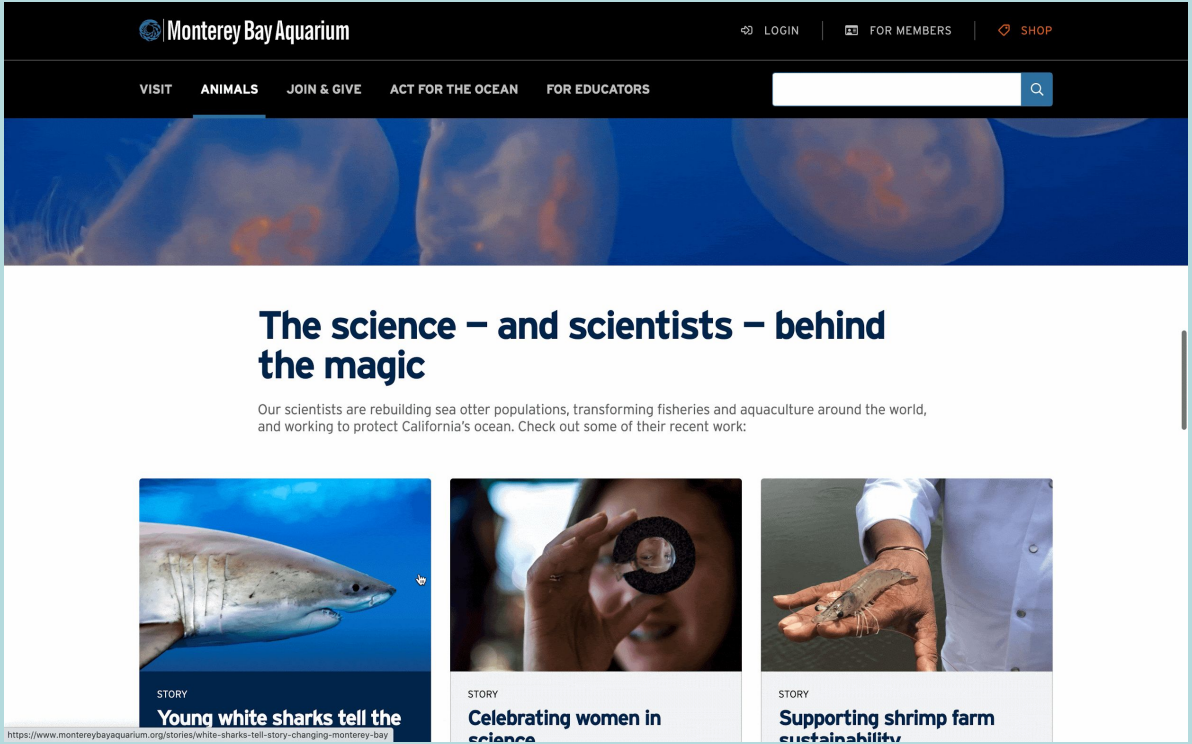
Usability Fixes

Current mega-nav



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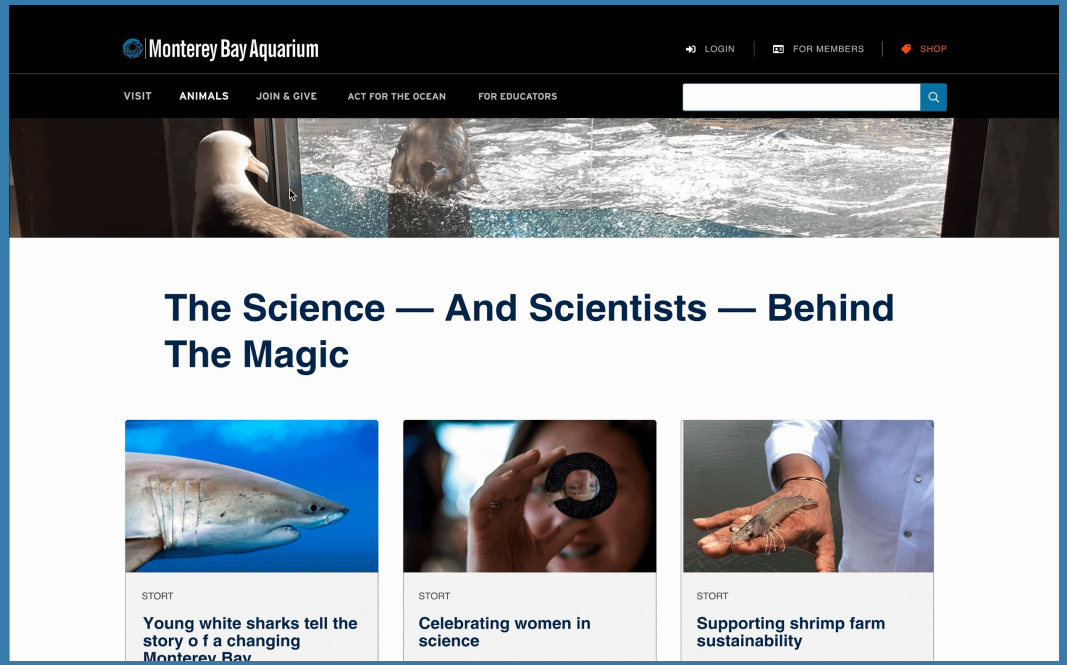
Usability Fixes

Updated mega nav



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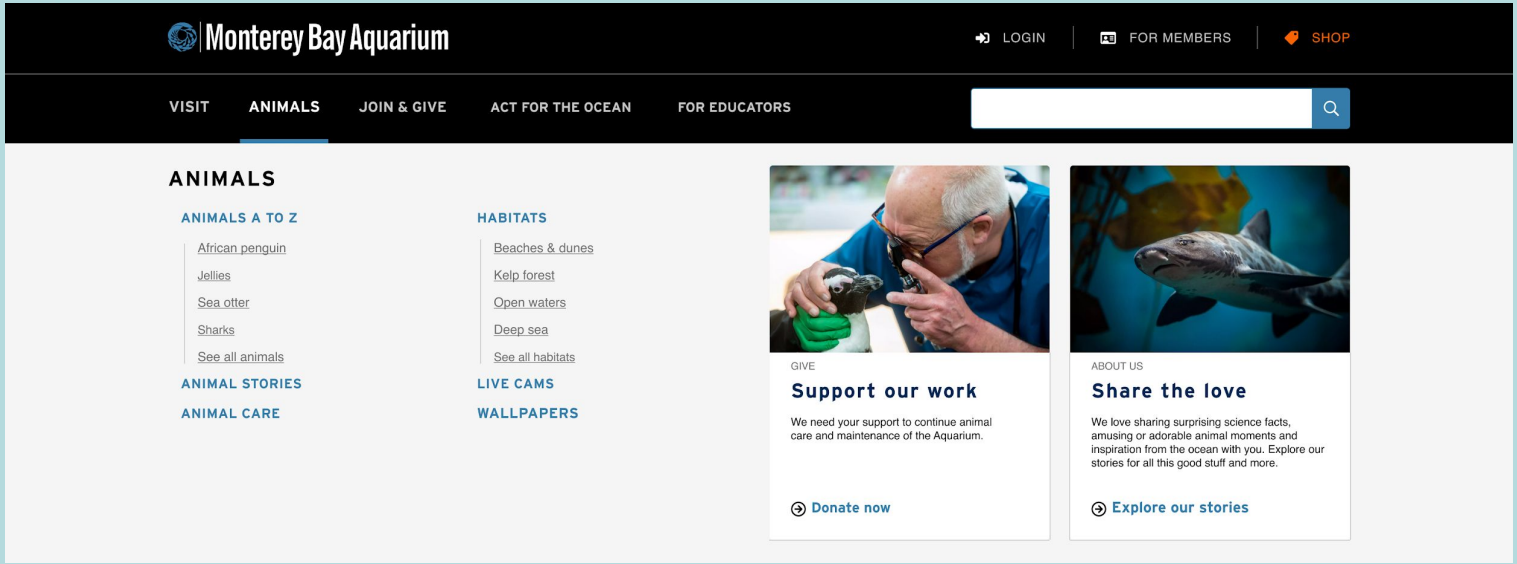
Nested items

Usability Fixes



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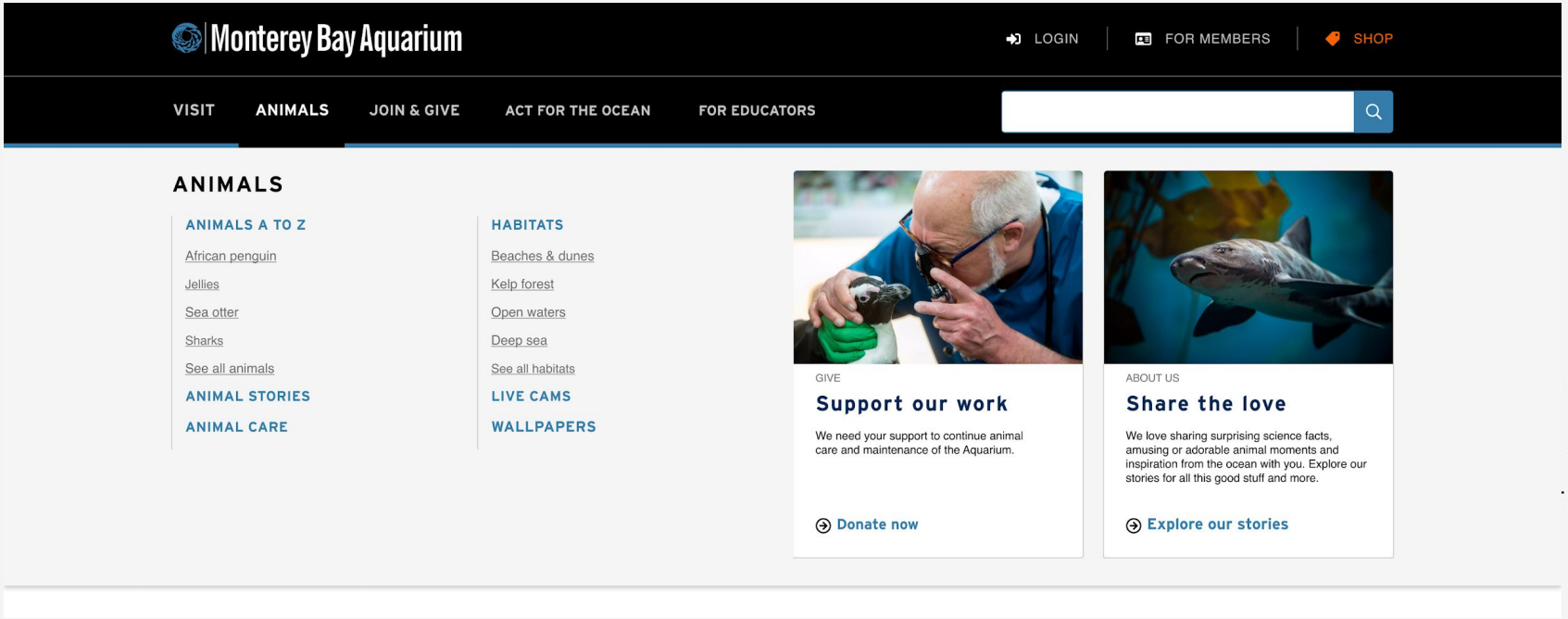
Usability Fixes

Active tab distinction

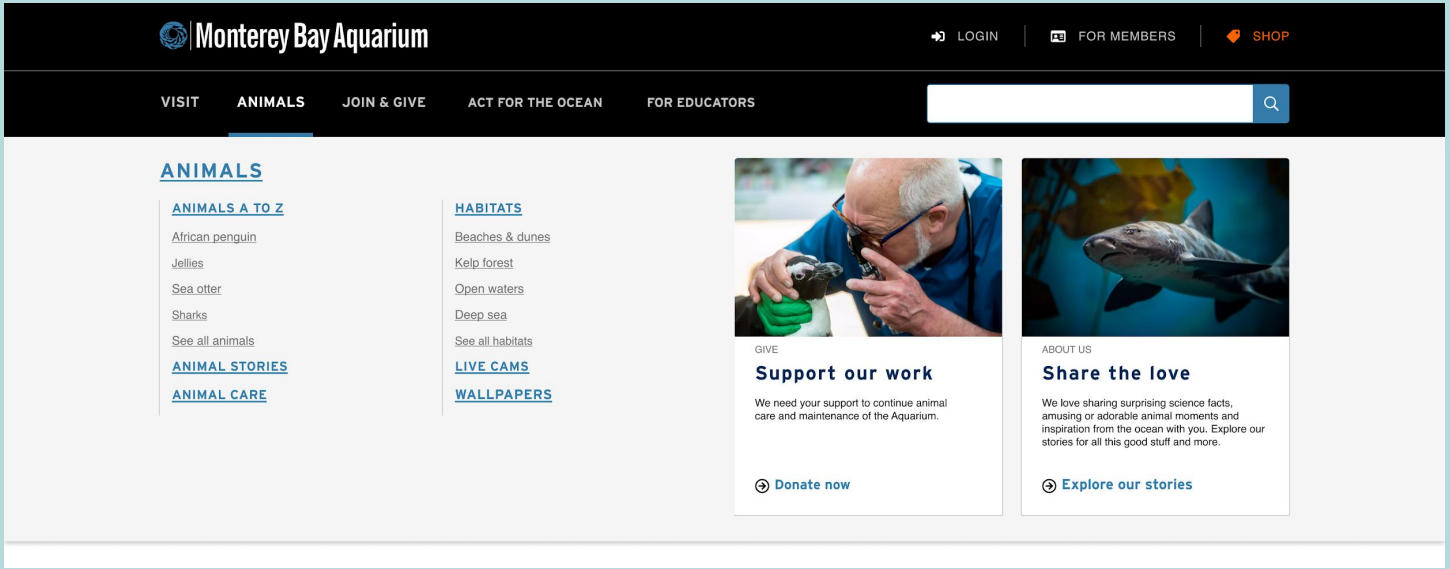


Usability Fixes

Nav bar resize

Primary header

Usability Fixes



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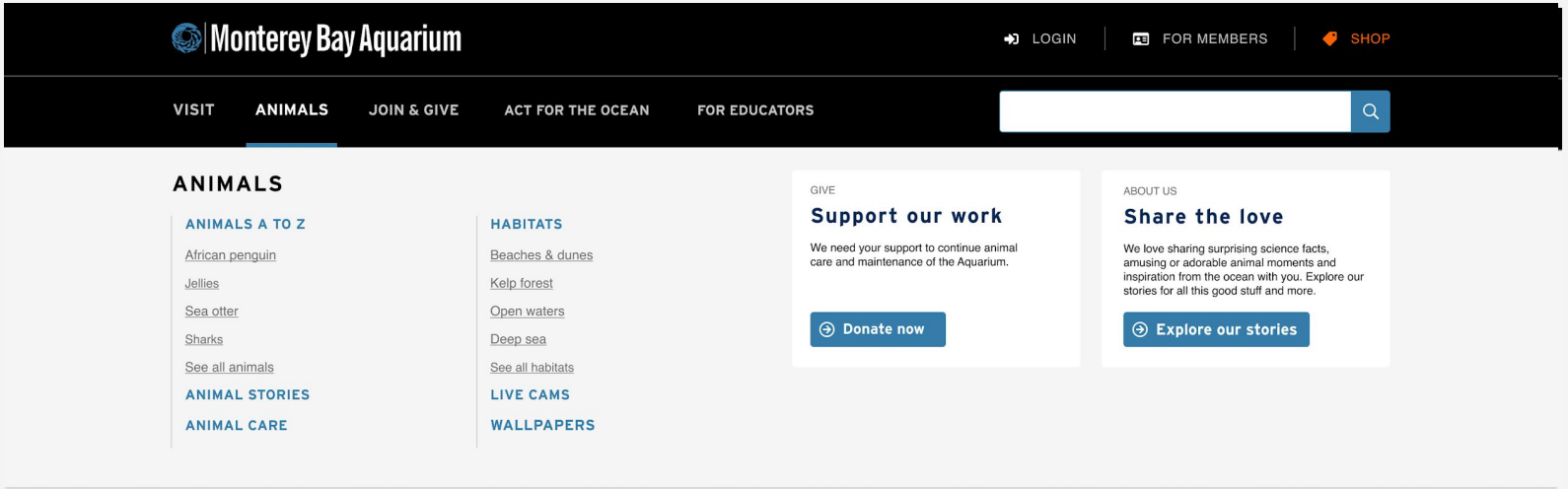
Vertical cards

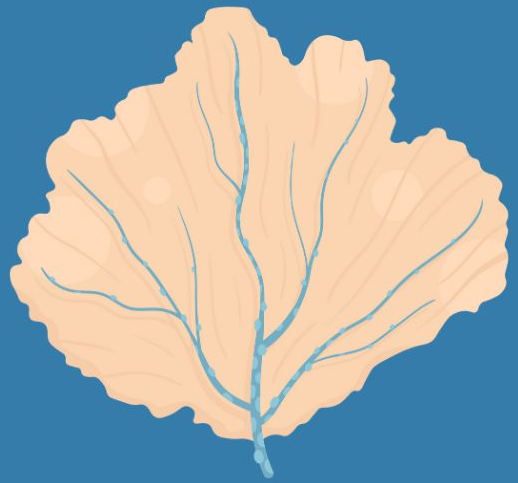
Usability Fixes



MVP

Minimal Viable Product

Walkthrough



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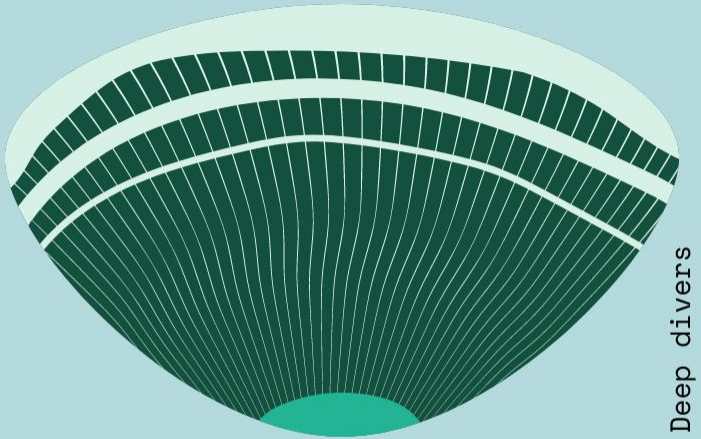
Feedback

Wins

Critique

Limitations



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Miro Board

Activity

Defining Next Steps

Prioritization Matrix

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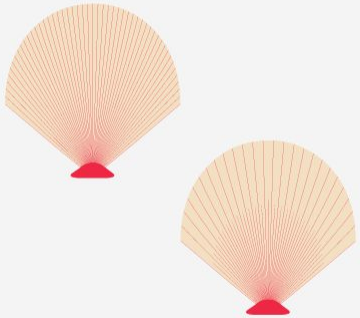
Thank you



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