
Monterey Bay Aquarium

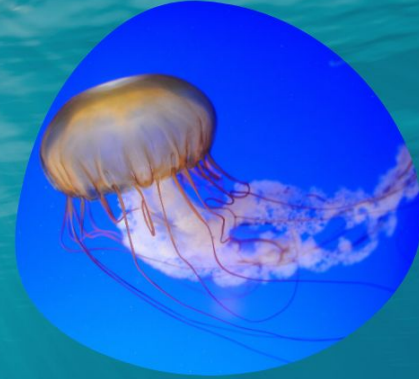
Project Kickoff | February 3, 2021



Let's introduce ourselves.



Nice to meet you: we're **The Deep Divers.**

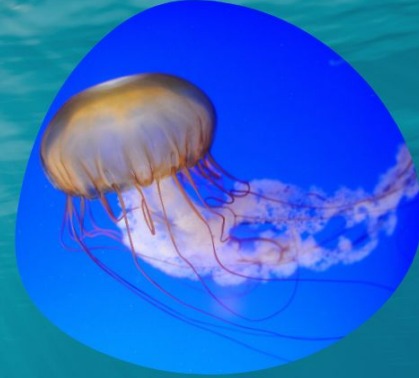


Nice to meet you: we're **The Deep Divers.**



David

Project Manager
Account Manager



Nice to meet you: we're **The Deep Divers.**



David



MJ

UX Researcher



Nice to meet you: we're **The Deep Divers.**



David



MJ



Yuan

Information Architect
Designer



Nice to meet you: we're **The Deep Divers.**



David



MJ



Yuan



Raunak
Design Strategist



Nora

Nice to meet you: we're **The Deep Divers.**



David



MJ



Yuan



Raunak



Nora

UX Researcher

Nice to meet you: we're **The Deep Divers.**



David



MJ



Yuan



Raunak



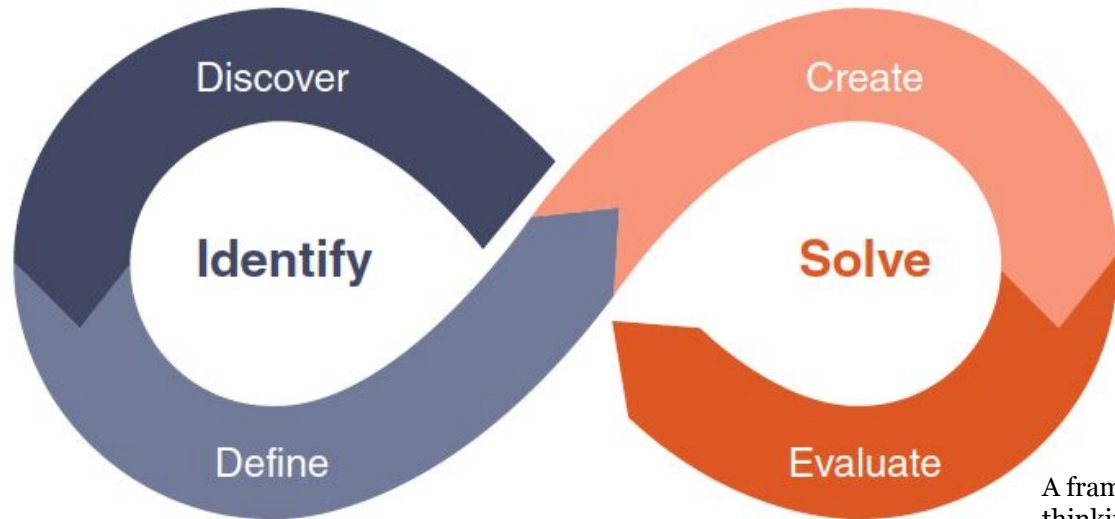
Nora

Your turn!

1. Name and title
2. Favorite sea animal
3. Why you're excited about this project

Our approach.

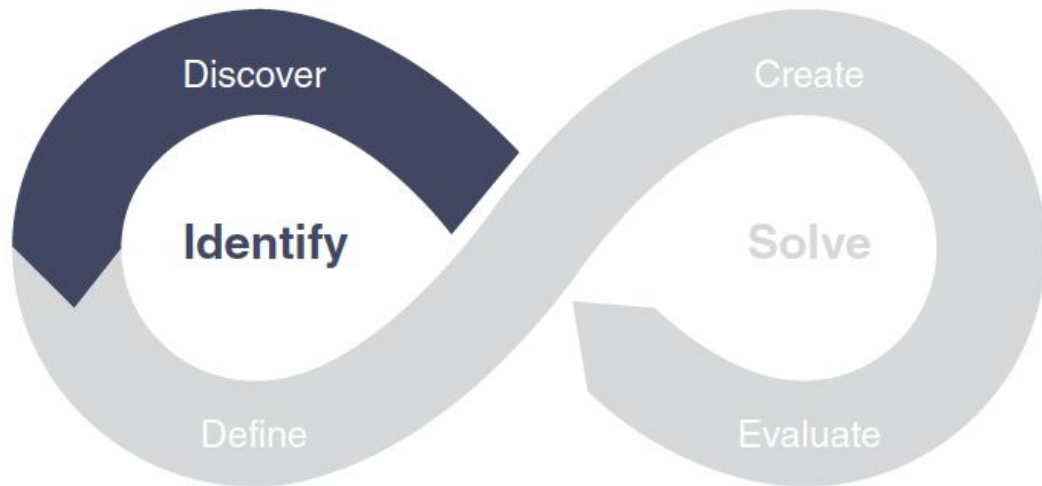
dx. Center for
Digital Experiences



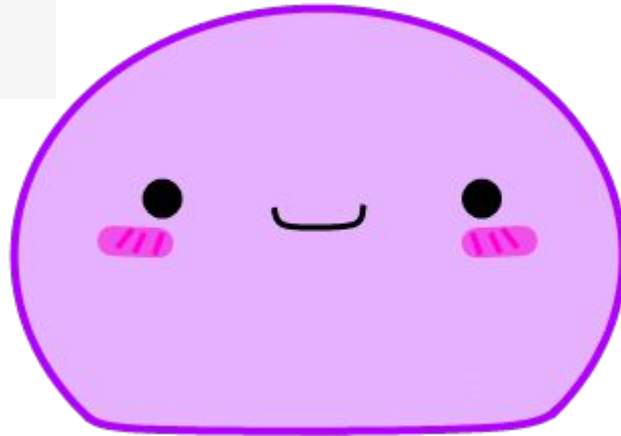
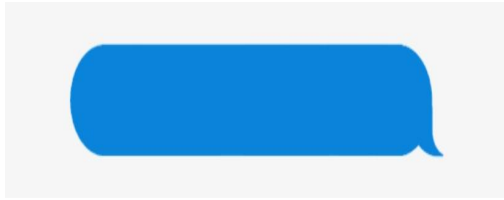
A framework for design
thinking
Luchs (2016)

Today's agenda.

Identify problems by gathering user, product, and organizational background data from stakeholders (like you).



Aliens have landed!



Let's gather our bearings.

Website tour: Will you be our guide?



Where are the problems?

Navigation.

Where are the problems?

General design concerns.

Let's talk people:

Stakeholders.

Let's talk people:

Stakeholders.

Users.

Let's talk people:

Stakeholders.

Users.

Competitors.

Focus Finder.

Let's take 10,000 steps back with this abstract exercise to get a better look.

What does success look like?

Resource mining:

Digital tools and analytics.

Resource mining:

Digital tools and analytics.

Contacts.

Resource mining:

Digital tools and analytics.

Contacts.

Constraints.

In these uncertain times...

How does the pandemic impact this project?

Our relationship.

How should we update you?

Next steps

Deep dive into user needs and insights to formulate and refine problem statement.

