

AFFINITY DIAGRAM

? 'S
° &
PROBLEMS

Very informative
but not overwhelming

JEFF
BETH
JENN

Relies heavily on
easy to understand
icons instead of
words

Which sculptures are
interactive?

- A lot of info in
1 app

How can we
be narrow/clear?

Not overwhelming
(all ages)

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Design Aspects

SLEEK MODERN
USER FRIENDLY

-Jeff's B & W
approach

w/ minimalistic
color scheme to
make attractions
pop

simple navigation
& clear layout

COLORS

white black gray (red or yellow)

OR

NATURAL COLORS TO
MATCH LANDSCAPE

CONTENT

Information set up in
small modules

- Art info
- Historical info

RESTAURANT ?
HOURS / HOURS
IN GENERAL

Audio option
connected to
each info image

Tours

- (list?)
- On your own
 - 3 options? - Game Plan ^(sug)
 - Guided Tour

Highlights
Daily Events
Calendar

Alerts
- closing warning

Intro/Orientation
to app

Shuttle schedule

Interactive Map/
GAME PLAN

GPS

Map your own
route

Map \neq GPS = 1

too many maps
maybe confusing?

"Take me there"

where will this
go?

Weather

link to weather app
or our own?