

Control Center Dashboard

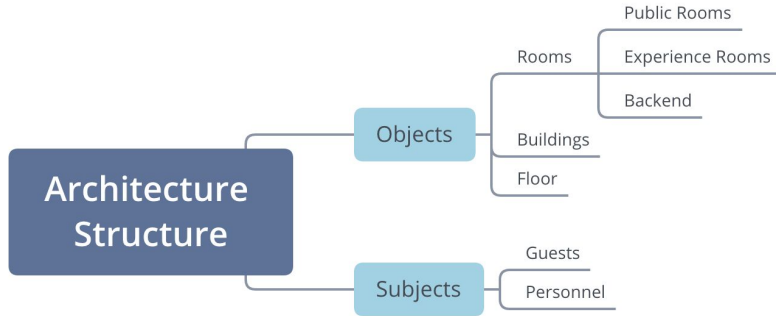
Tinsley, Sam & Qub Studio

Brief

Control Center Dashboard is an ultra-connected, cutting-edge, and seamlessly automated and orchestrated experience between the building and its occupants with choreography that allows the building itself to inform people where to go (itinerary) and what to do (actions) via a system of connected triggers.

The dynamic interior architecture is composed of a reconfigurable wall system that is programmable and scalable to environments of different shapes, sizes and geographic locations. Sensors, devices, and data will be embedded into one synchronous system and controlled via control center. Context-aware computation enables the building, installations, and occupants to respond instantly to change using a system of triggers - i.e. temperature, lighting, sound, movement/flow cues, haptics, etc.

00 Architecture Structure



Element: General Structure

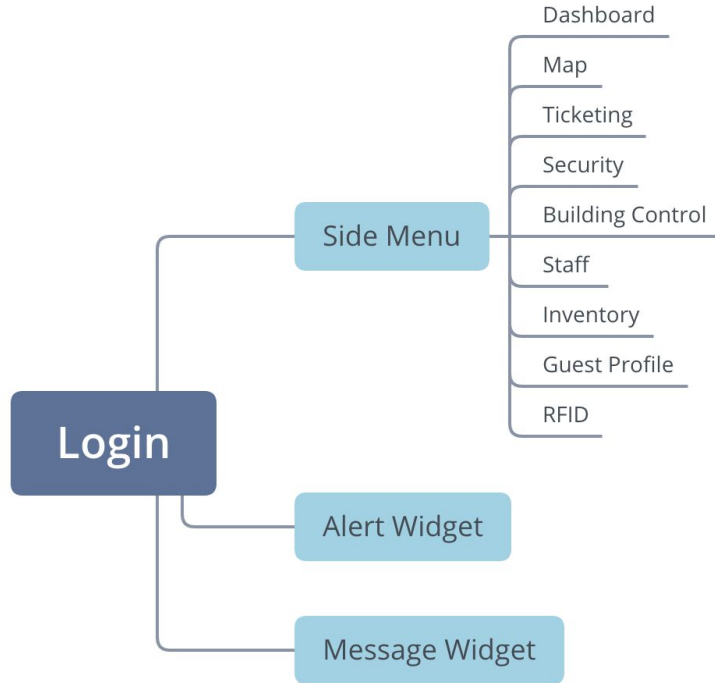
Explanation:

For the sake of simplifying the architecture, we suggest incorporating object and subject categories, as the similar metrics would be applicable to those categories later in the system.

User tasks:

- To efficiently navigate the system and see relevant metrics on the Dashboard;

00 Dashboard Layout



Element: General Structure

Explanation:

The dashboard layout should consist of three independent components - *menu*, *alert widget* and *messaging widget* which would be visible and active at all times and in every system module.

The idea for future realization:

It would be nice to create a user permission matrix in the future, managing user workspaces on the dashboard to display only relevant information for the user's role.

User tasks:

- Easily access dashboard modules;
- Retrieve relevant information according to his role.

User Profile

Control Center Dashboard

00 User Access Levels

	Admin Level	Expert Level	Ground Level
Complete	General Manager	Assistant Manager	Floor manager
Business	Product Lead	Retail AIP manager	Retail manager
Guests	Head of Community	Experience Designer	Experience Guide
HR	Head of People	AIP HR manager	People intern
Building		Building Manager	Cleaning service
Security	Senior Facilities Manager	Assistant Security Manager	Security Manager

Explanation:

As previously discussed we suggest developing not only permission levels for different users but also tailor the control center dashboard to their professional role and needs via specific workspaces.

Idea for future realization:

The process of permission level and workspace assigning could be manually performed by the HR manager for each user as a part of the recruitment process closure.

General Manager 1/2

Brenda (Sugarcookie)

Master of Business Administration



Access level:

Admin

Workspace type:

Complete

Frequency of usage:

Daily, 3-4 hours session.

Area of Interest:

Building status, guest experience analytics, financial analytics.

My typical day includes:

- Analysis of operations performance;
- Communication with other managers and employees;
- Identification of opportunities for scalability.



What I do:

- Make sure that all processes within the building run smoothly;
- Provide training to the new employees;
- Oversee the work of facilities manager, guide supervisor, shop supervisor, and other managers.
- Oversee the operation and performance of the retail and hospitality;
- Conduct and oversee payroll;
- Oversee employee scheduling.

Frustrations:

- Not enough automation of technical processes and software;
- No KPI analysis provided by the software.

Goals to be achieved:

- Free up working time for important operations and cut the time that needs to be spent on micromanagement;
- Automate technical processes within the building;
- Improve overall employee awareness of relevant processes and communications.

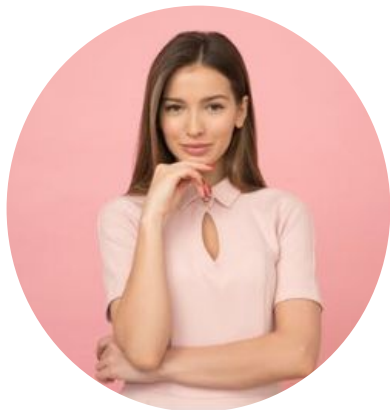
Pains to be relieved:

- The need to grab data from multiple sources for overall analysis;
- Being detached from the guests' experience due to imperfect ticketing software;
- Spending a lot of time for manual operations such as employee scheduling.

Product Lead 1/2

Rebecca (Spice)

Bachelor of Business Administration,
Design and Management



Access level:

Admin

Workspace type:

Business

Frequency of usage:

Daily, 3-4 hours session.

Area of Interest:

Financial performance
analytics, inventory tracking.

My typical day includes:

- Analysis of retail performance and overall revenue;
- Communication with retail employees and business partners;
- Identification of opportunities for product expansion and improvement.



What I do:

- Develop the AIP product and overall brand representation;
- Oversee and improve overall retail performance;
- Take part in contract negotiations regarding retail;
- Make sure the product is manufactured to the applicable standards;
- Carry out retail and product expansion plan for future operations.

Frustrations:

- Not enough automation of technical processes and software;
- No revenue and performance KPI analysis provided by the software.

Goals to be achieved:

- Free up more working time for the product and revenue analysis;
- Automate technical processes within the retail operations;
- Improve automatic theft management.

Pains to be relieved:

- The need to grab data from multiple sources for overall product and revenue analysis;
- Spending a lot of time for manual operations such as revenue analysis and inventory tracking.

Head of Community 1/2

Stephanie (Mint)

Master of Liberal Arts



Access level:

Admin

Workspace type:

Guests

Frequency of usage:

Daily, 3-4 hours session.

Area of Interest:

Guest experience analytics,
ticketing analytics.

My typical day includes:

- Analysis of guests experience satisfaction;
- Updating social media and communicating with the community via digital platforms;
- Improving guest experience and interactions;



What I do:

- Oversee the ticketing process;
- Manage social media platforms;
- Carry out analysis of community feedbacks;
- Oversee copy and brand voice, from signage to press releases to RFPs to website and ads;
- Send out company surveys and emails;
- Come out with memberships and other loyalty programs.

Frustrations:

- There is no way to get ticketing performance analytics;
- Ticketing process is complicated.
- Guest experience analysis is not accurate, as it is being transmitted via other employees.

Goals to be achieved:

- Better understand guest experience satisfaction and perform guest experience analysis using one software.
- Automate and simplify ticketing performance analysis.

Pains to be relieved:

- The need to grab data from multiple sources for overall guest experience analysis;
- Spending a lot of time for manual operations such as guest experience analysis.

Head of People 1/2

Alison (Jelly)

Master of Human Resources
Management and Development



Access level:

Admin

Workspace type:

HR

Frequency of usage:

Daily, 1-2 hours session.

Area of Interest:

Employee management,
user management

My typical day includes:

- Communication with general managers and other employees;
- Carrying out recruiting research;
- Tracking employee performance and success.



What I do:

- Carry out the recruiting process;
- Oversee and manage the HR process;
- Oversee and manage candidate lifecycle from interview to offer letter;
- Carry out employee training;
- Supervise leadership development for GMs and their teams.

Frustrations:

- There is no possibility to send general notifications to all employees and communicate with them efficiently;
- There is no good way to track employee learning and progress;
- Significant staff turnover results in extensive onboarding procedures.

Goals to be achieved:

- Better understand employee satisfaction rate and performance.
- Automate and simplify general notifications sending.

Pains to be relieved:

- The need to grab data from multiple sources for overall employee satisfaction and performance analysis;
- Having important information and notifications getting lost in Slack and Google Drive.

Senior Facilities Manager 1/2

Adrian (Pudding)

Master of Human Resources
Management and Development



Access level:

Admin

Workspace type:

Building

Security

Qubstudio

My typical day includes:

- Carrying out building maintenance and control;
- Communicating with contractors and other maintenance/security employees;
- Checking installations, walls, rides, and other technological equipment status.



What I do:

- Take care of building and make sure every piece of technology works smoothly;
- Work with contractors and other employees on the building management.
- Modify and fix installations, walls, rides and other technological equipment;
- Oversee the recruiting process for day and night clean teams, as well as manage their work;
- Develop emergency planning and training emergency algorithms for employees.

Frustrations:

- There is no software possibility to carry out building maintenance and control.
- Nothing can be done while the building open.

Goals to be achieved:

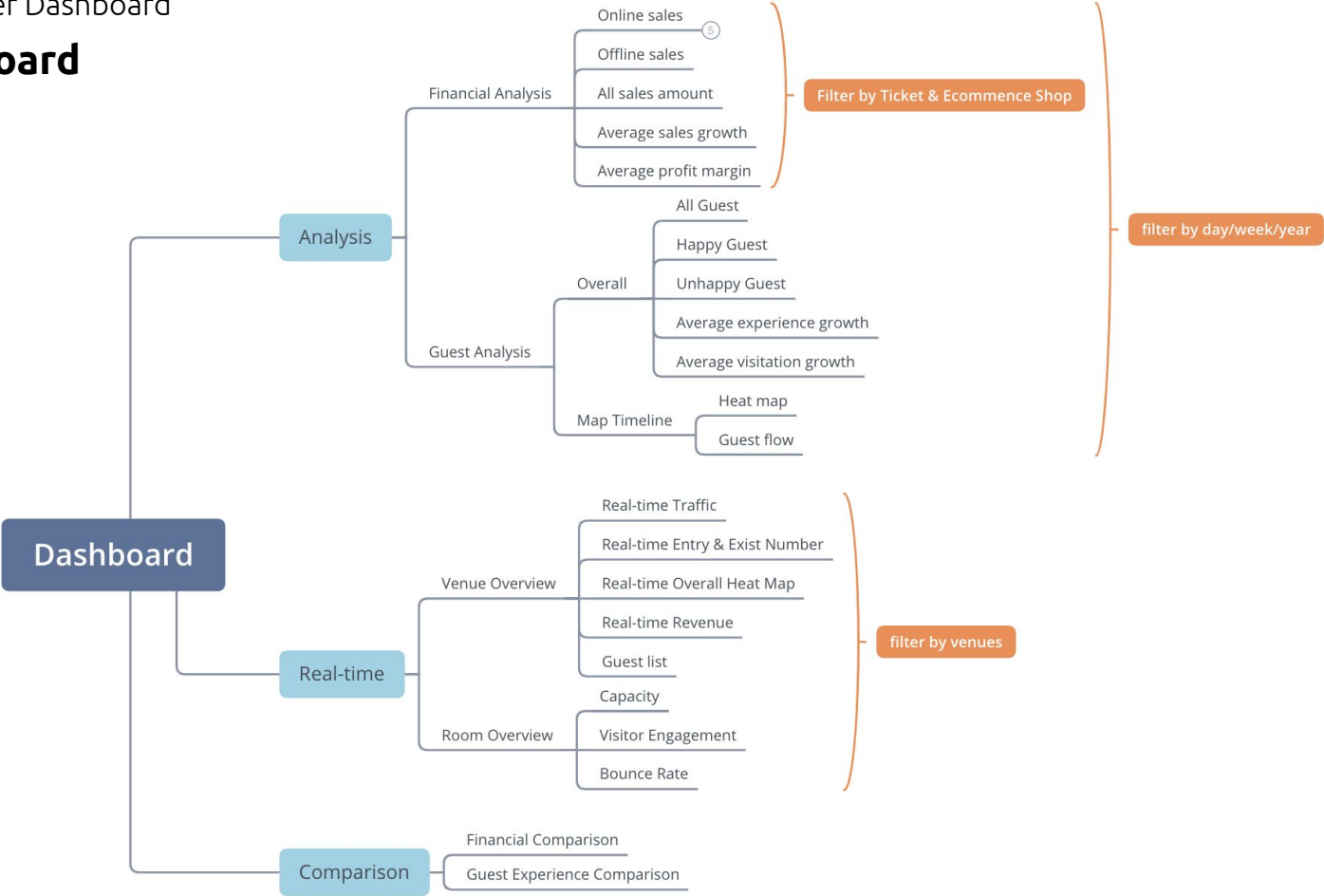
- Free up working time for important operations and cut the time that needs to be spent on maintenance micromanagement;
- Automate technical processes within the building;
- Improve security within the building and efficiently react according to emergencies.

Pains to be relieved:

- The need to grab data from multiple sources for overall maintenance analysis;
- Spending a lot of time for manual operations such as employee maintenance schedule;
- Not reacting to maintenance issues as quickly as possible in order to ensure seamless building performance.

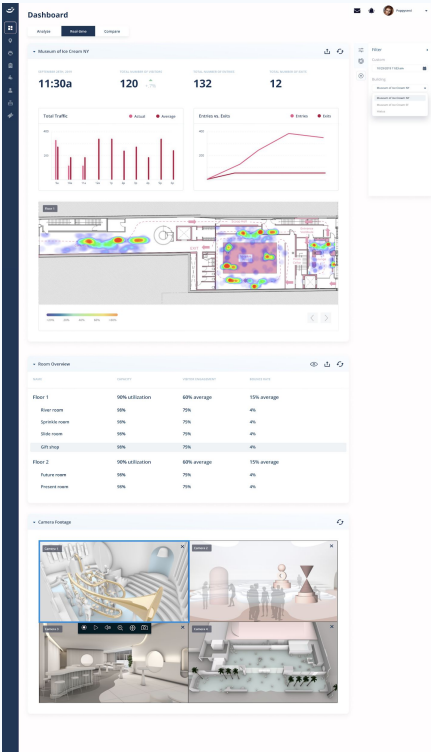
Dashboard

01 Dashboard

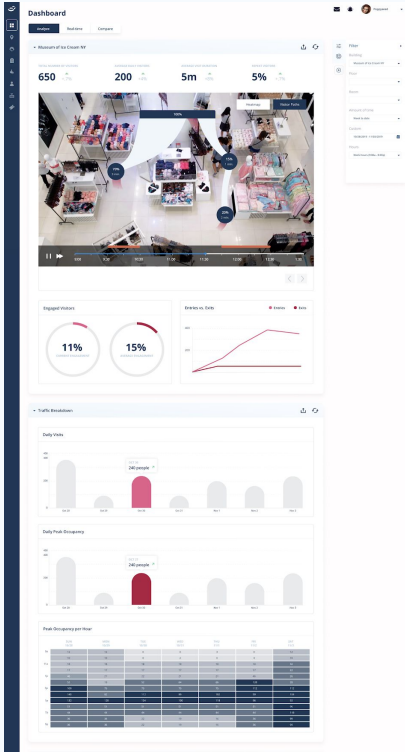


Control Center Dashboard

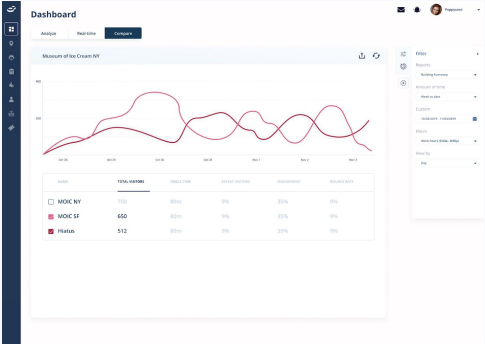
01 Dashboard



Real-time



Analysis

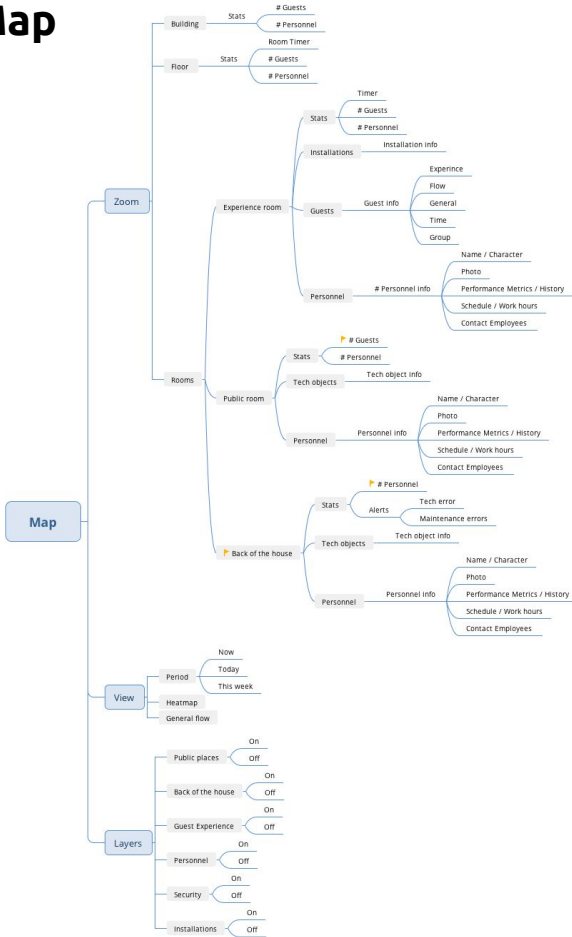


Comparison

Map

Control Center Dashboard

02 Map



Element: Menu

Explanation:

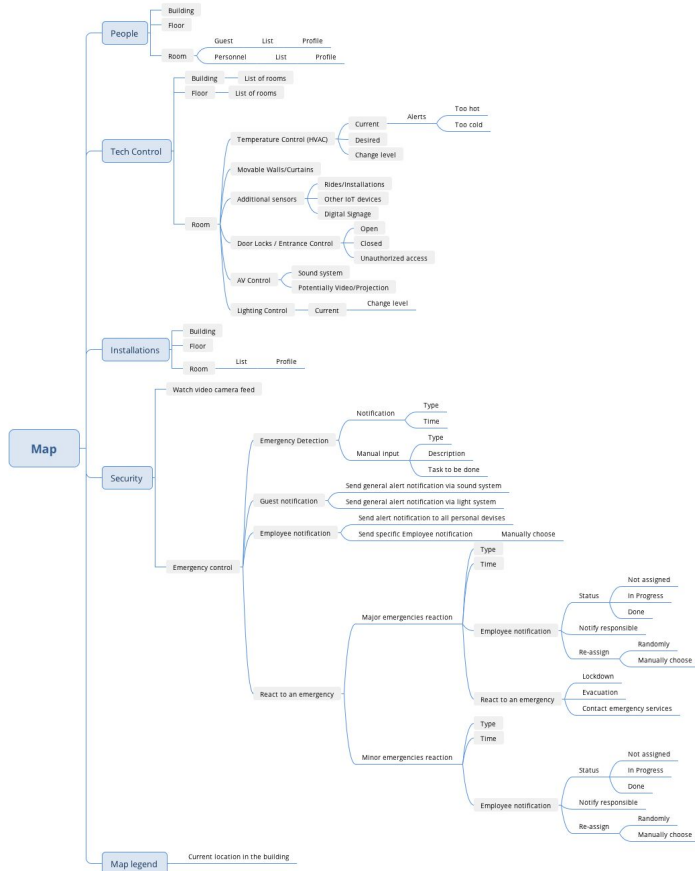
The map appearance is controlled with three settings - *zoom*, *view*, and *layers* in order to achieve the best accessibility and relevance for the user.

User tasks:

- To easily inspect parts of the museum relevant to his current needs;
- To set the map view according to his current needs.

Control Center Dashboard

02 Map



Element: Menu

Explanation:

Independent widgets - *tech control*, *people*, *installations*, *security* and *map legend*, are applied separately to the map module in order to assure simplicity of usage.

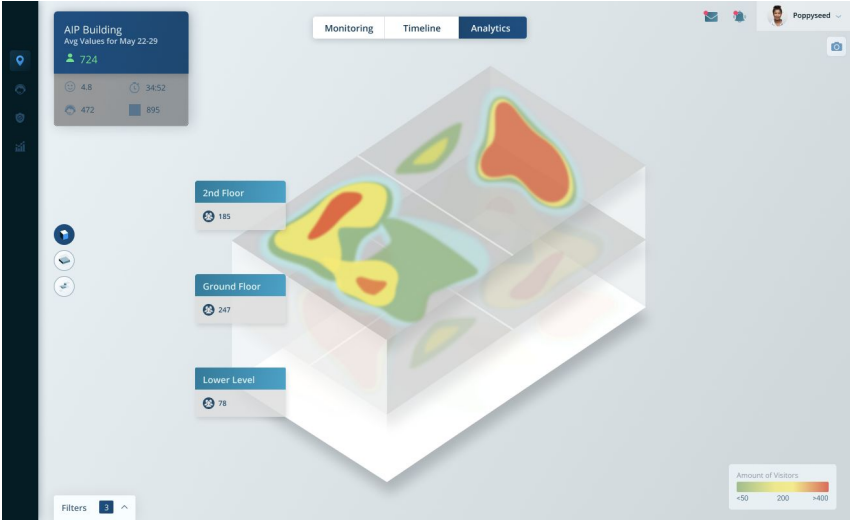
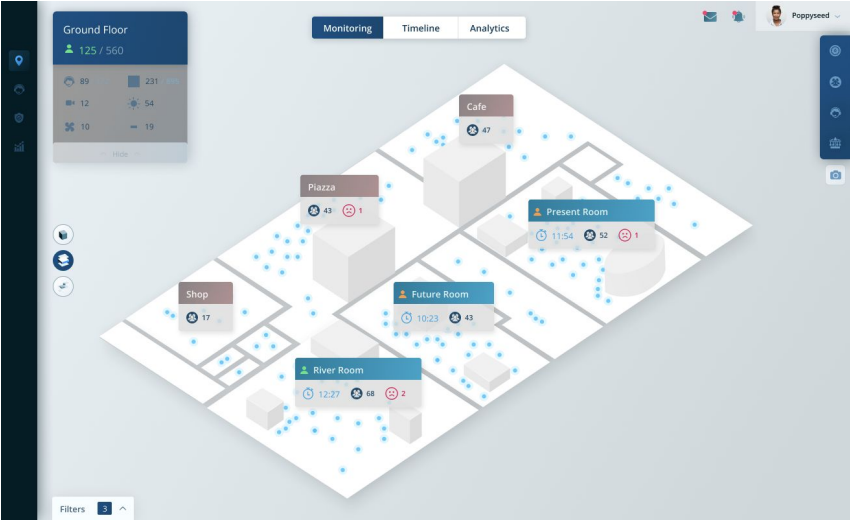
The idea for future realization:

It would be advisable to divide people widget to two separate widgets - *guests* and *personnel* in order to simplify user's interaction.

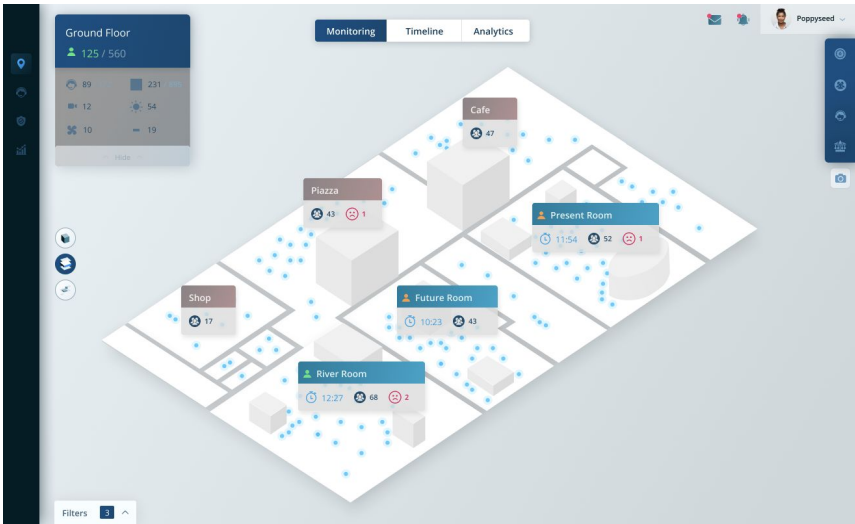
User tasks:

- To easily control the situation within the specific room;
- To see who is located in the specific room at the moment;
- To understand what installations are located in a specific room and what is its status.
- To understand what part of the building the user is exploring at the moment.

01 Map

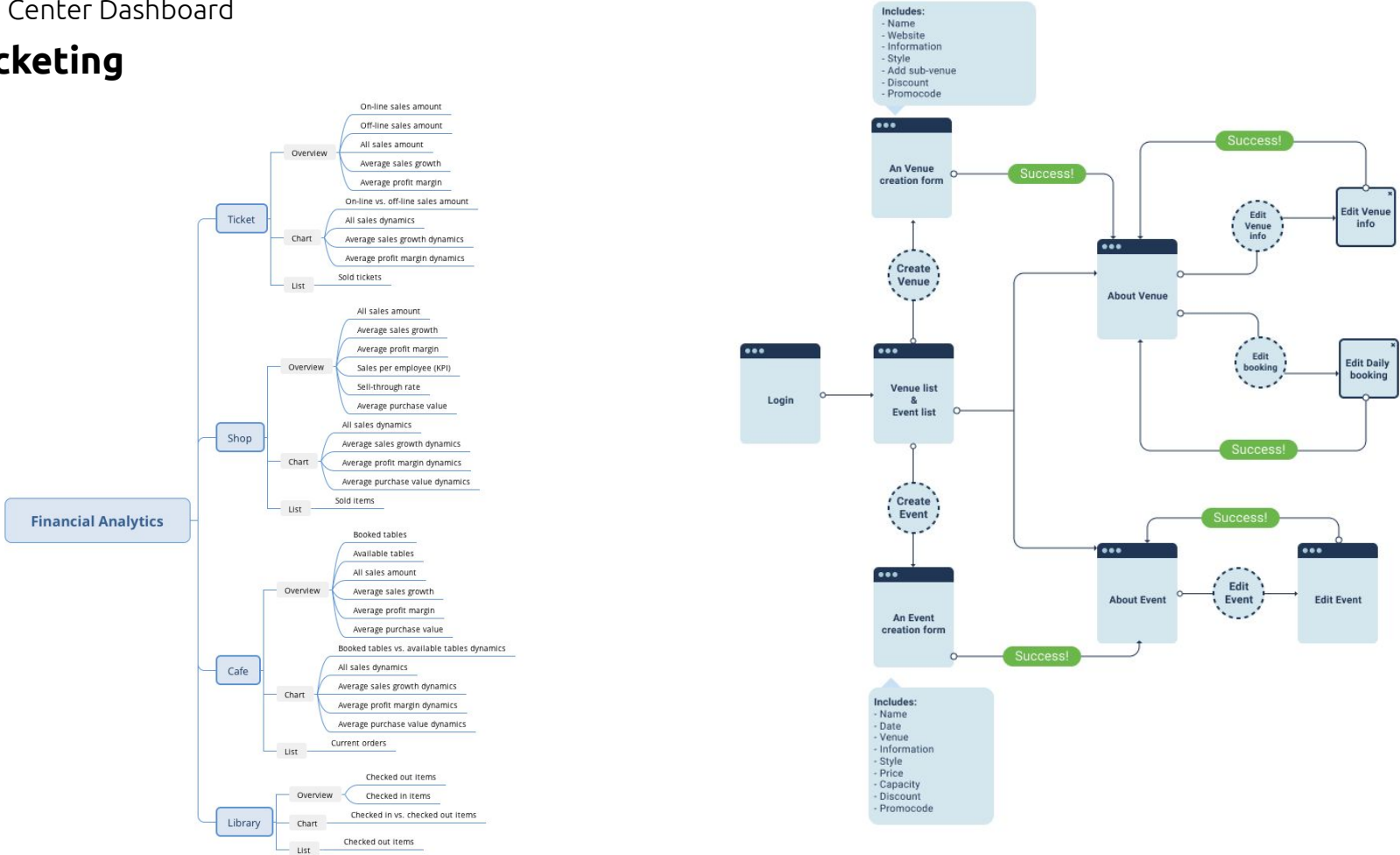


01 Map



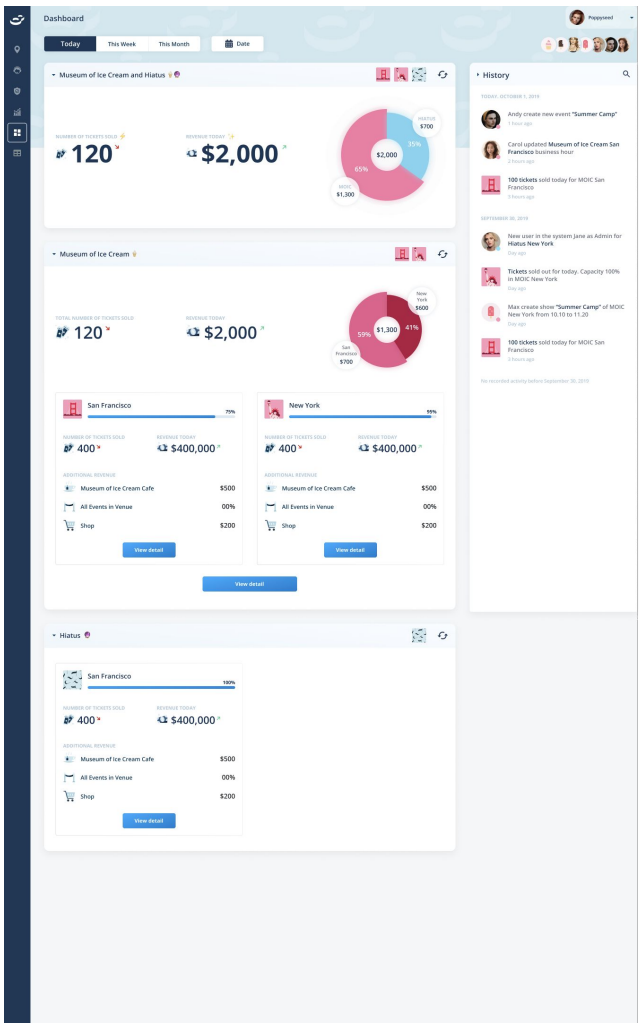
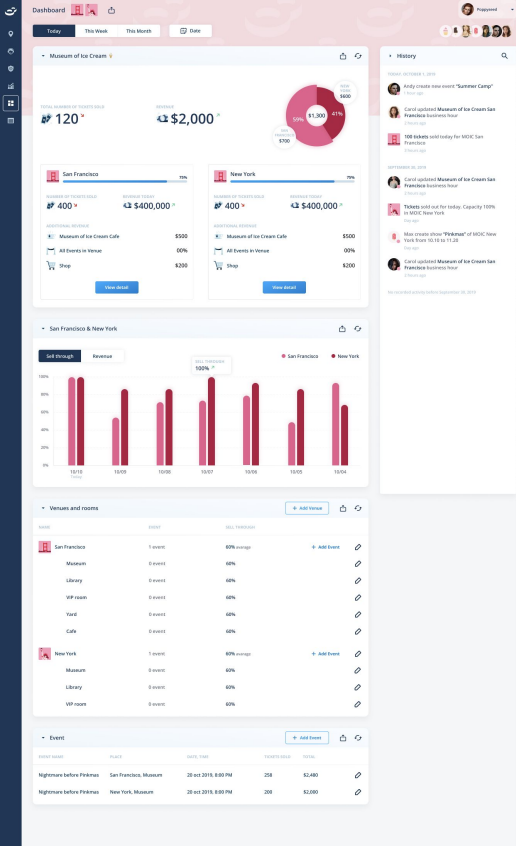
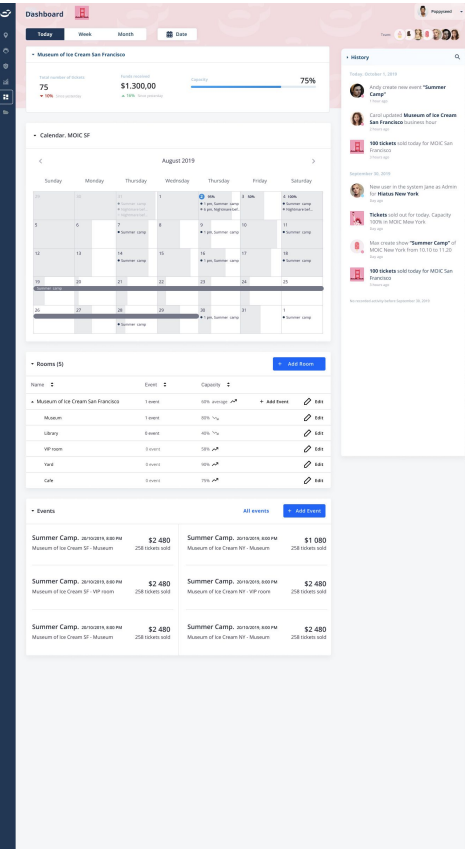
Ticketing

03 Ticketing



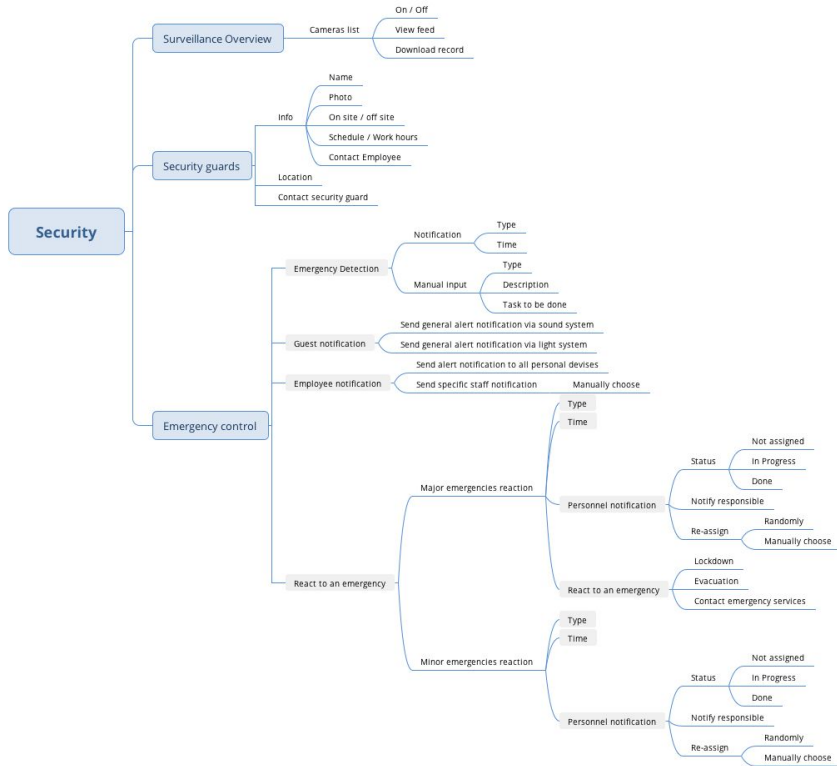
Control Center Dashboard

03 Ticketing



Security

04 Security



Element: Menu

Explanation:

The security module is displayed on an independent screen that should help the user to overview the security status of the building as well as to detect and react to the possible emergencies.

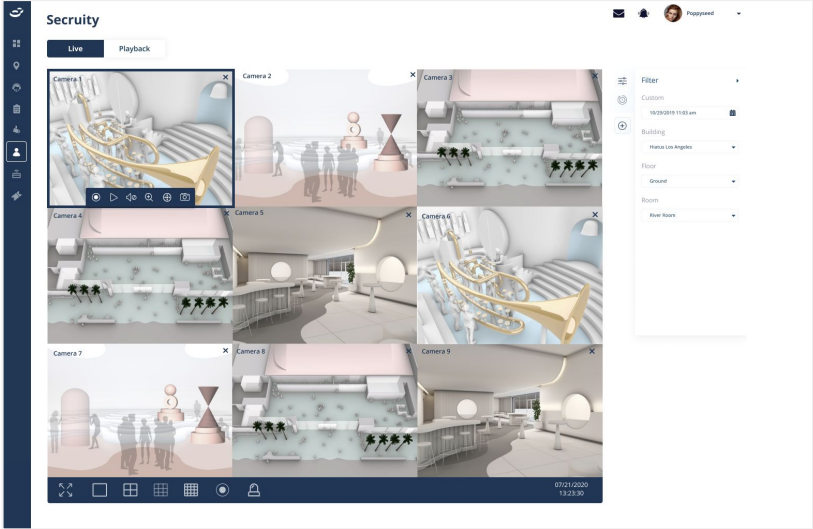
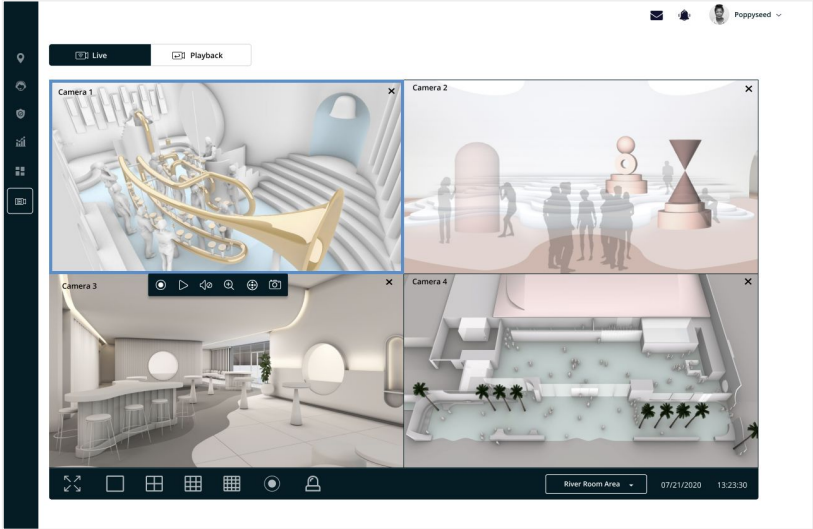
The idea for future realization:

We might add security layer to the map module in order to retrieve surveillance feed based on the location itself.

User tasks:

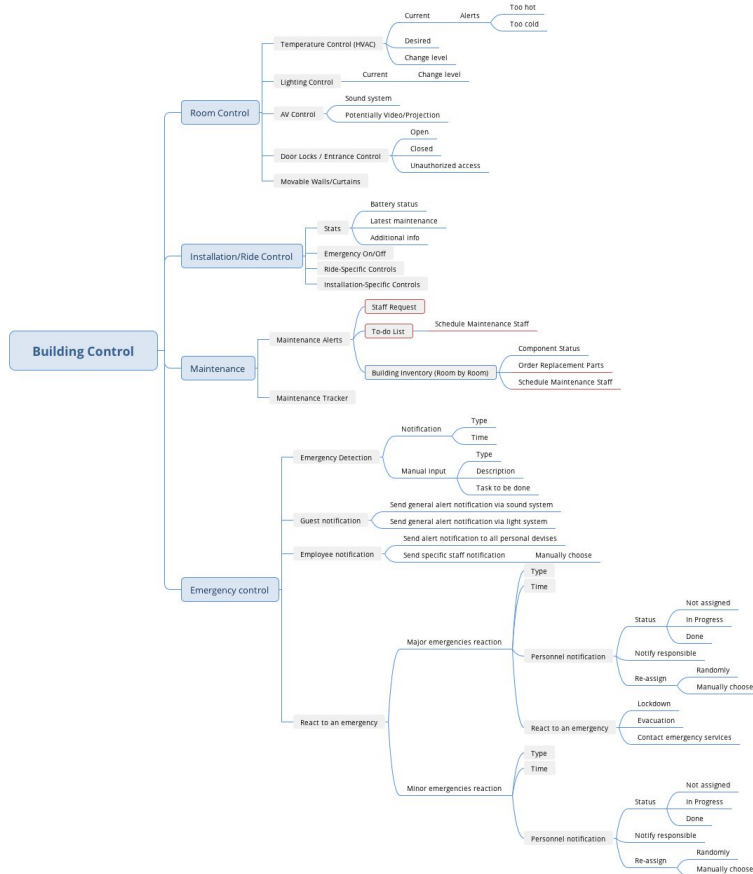
- Inspect the security status of the building;
- Watch security camera feed;
- Detect and react to the possible emergencies.

04 Security



Building Control

05 Building Control



Element: Menu

Explanation:

The building control module is displayed on an independent screen that should help the user to overview the technical status of the building as well as to control the smart house system.

User tasks:

- Inspect the technical status of the building;
- Control the smart house system.

Inventory

06 Inventory

Inventory

In-Store Online

ImportExport+ Add Items

Museum of Ice Cream New York						Sort	Filter
Item Name	Tag ID	Categories	Price	Order Time	In Stock	Stock Alert	
PB&B Ice Cream	4B10098488	Ice Cream	\$3.45	October 1, 2019	20		
Unicorn Plush	4B10098489	Toy	\$25.00	October 1, 2019	12		
MOIC Sweatshirt	4B10098480	Apparel	\$34.50	October 1, 2019	34		
Tumblers	4B10098487	Home	\$10.00	October 1, 2019	32		
Notebook & Sticke	4B10098487	Accessories	\$12.30	October 1, 2019	29		
Rainbow Keychain	4B10098487	Accessories	\$210.00	October 1, 2019	2	Low In Stork	
Hats	4B10098487	Apparel	\$18.55	October 1, 2019	36		
Nana Banana Cho	4B10098487	Food	\$5.99	October 1, 2019	67		
Small Cooler Bag	4B10098487	Home	\$10.00	October 1, 2019	45		
Ice Cream Scoop	4B10098487	Home	\$5.99	October 1, 2019	23		
PB&B Ice Cream	4B10098487	Ice Cream	\$3.45	October 1, 2019	20		
Unicorn Plush	4B10098487	Toy	\$25.00	October 1, 2019	12		
MOIC Sweatshirt	4B10098488	Apparel	\$34.50	October 1, 2019	34		
Tumblers	4B10098487	Home	\$10.00	October 1, 2019	32		
Notebook & Sticke	4B10098489	Accessories	\$12.30	October 1, 2019	29		
Rainbow Keychain	4B10098480	Accessories	\$210.00	October 1, 2019	2	Low In Stork	
Hats	4B10098487	Apparel	\$18.55	October 1, 2019	36		

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Filter

- Building
 - Museum of Ice Cream SF
- Categories
 - All

Add Item

ITEM NAME

 Unicorn Plush

TAG ID

 910291790

PRICE

 \$25.98

ORDER TIME

IN STOCK

 30

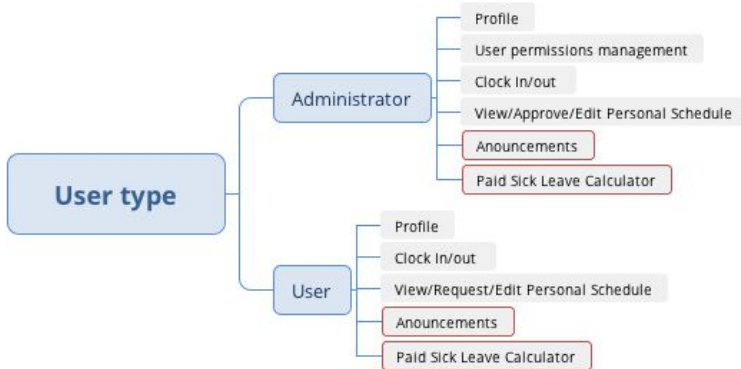
ALERT AT

 2

CreateCancel

Guest Profile

07 Guest Profile



Element: Header Menu

Explanation:

The functionality of the user management module would be highly dependable on the user type - administrator or the simple user.

Administrator would be able to change the permissions, resolving in usage of different workspaces, while simple user would only see his profile.

The idea for future realization:

User permissions management could be executed from the dashboard itself or be imported from the CRM.

User tasks:

- Control user permissions and workspaces;
- Check his working status;
- Provide his professional information;
- React to the general notifications.

RFID

Control Center Dashboard

08 RFID

RFID

ReadersTags

+ Add Reader

Museum of Ice Cream New York

READER NAME	MODEL	IP ADDRESS	LOCATION	STATUS	ACTION
Reader 1	4B100029012	192.290.129	SHOP	CONNECTED	Test X Delete Edit
Reader 2	4B100029012	192.290.129	SHOP	CONNECTED	Test X Delete Edit
Reader 3	4B100029012	192.290.129	SHOP	CONNECTED	Test X Delete Edit
Reader 4	4B100029012	192.290.129	SPRINKLE POOL	CONNECTED	Test X Delete Edit
Reader 5	4B100029012	192.290.129	SPRINKLE POOL	OFFLINE	Test X Delete Edit
Reader 6	5B100029012	192.290.129	SPRINKLE POOL	CONNECTED	Test X Delete Edit
Reader 7	5B100029012	192.290.129	ENTRY	CONNECTED	Test X Delete Edit
Reader 8	5B100029012	192.290.129	ENTRY	CONNECTED	Test X Delete Edit
Reader 9	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 10	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 11	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 12	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 13	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 14	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 15	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 16	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit
Reader 17	5B100029012	192.290.129	EXIT	CONNECTED	Test X Delete Edit

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Filter

Custom

10/20/2019 11:03 am

Building

Museum of Ice Cream NY

Floor

Add New Reader

☒ Fixed ☐ Handheld

Name

Location

IP Address

Model

Submit

Cancel

RFID

ReadersTags

Import+ Add Reader

Museum of Ice Cream New York

TAG ID	HOLDER	CATEGORIES	LOCATION	ACTIVATED TIME	STATUS	ACTION
4B100290090	JOHN DOE	GUEST	SHOP	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	GAME-A	GAME	LIBRARY	11/12/2020	DETECTED	X Delete Edit
4B100290090	ALEX WANG	GUEST	SPRINKLE POOL	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	KEY CHAIN	GUEST	SHOP	11/12/2020	DETECTED	X Delete Edit
4B100290090	KIKO ITOHITAWA	GUEST	SPRINKLE POOL	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	GAME-C	GAME	LIBRARY	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	HOODIE	APPAREL	SHOP	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	JESSIE BIBBER	GUEST	EXIT	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	JOHN SHARP	GUEST	SPRINKLE POOL	11/12/2020	DETECTED	X Delete Edit
4B100290090	KEY CHAIN	HOME	SHOP	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	GAME-D	GAME	LIBRARY	11/12/2020	DETECTED	X Delete Edit
4B100290090	AYA COMPELL	GUEST	ENTRY	11/12/2020	OFFLINE	X Delete Edit
4B100290090	CAR2120111	CAR	CAROUSEL	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	AMY LEUNG	GUEST	EXIT	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	NOTEBOOK	HOME	SHOP	11/12/2020	DETECTED	X Delete Edit
4B100290090	CAR2019011	CAR	CAROUSEL	11/12/2020	ACTIVATED	X Delete Edit
4B100290090	VINCENT CHAN	GUEST	EXIT	11/12/2020	ACTIVATED	X Delete Edit

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Filter

Custom

10/20/2019 11:03 am

Building

Museum of Ice Cream NY

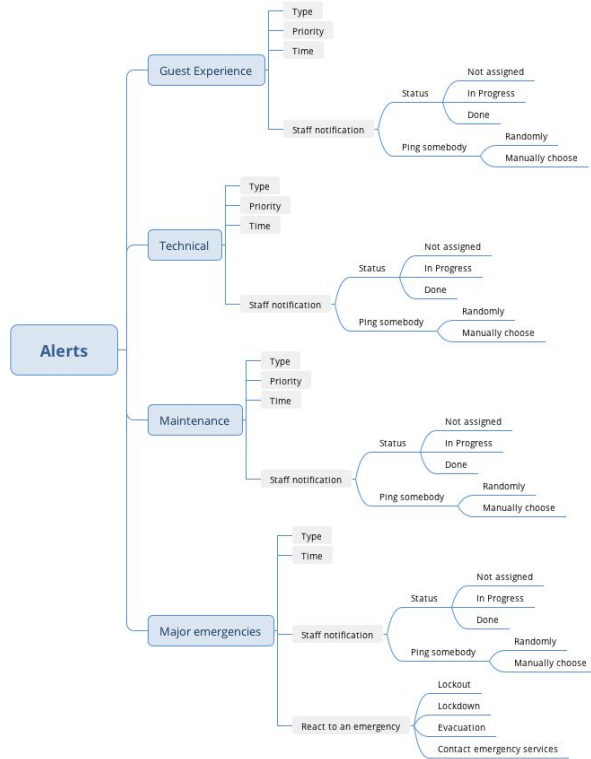
Floor

Room

Reader

Alert & Message

10 Alerts Widget



Element: Alert Widget

Explanation:

As a separate widget, alerts are independent of the system itself and is accessible in every module. Alerts themselves are divided based on its type - *guest experience*, *technical*, *maintenance* and *major emergencies*.

User tasks:

- Get notifications about emergencies and efficiently resolve them;
- Notify other employees about the emergencies.
- React to the emergencies in a timely matter.

11 Message Widget



Element: Messaging Widget

Explanation:

As a separate widget, messaging is independent of the system itself and is accessible in every module.

The idea for future realization:

The messaging system could be developed in the dashboard itself or be integrated with the existing system.

User tasks:

- Communicate with colleagues.