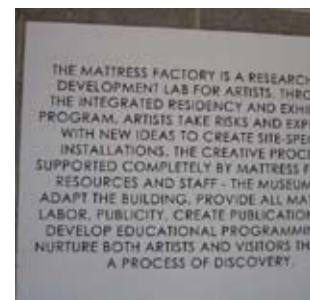
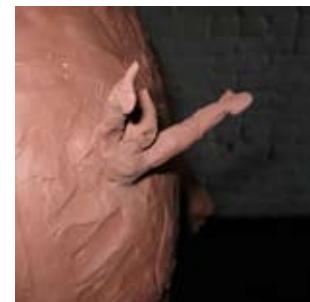


designing for service

secret decoder website

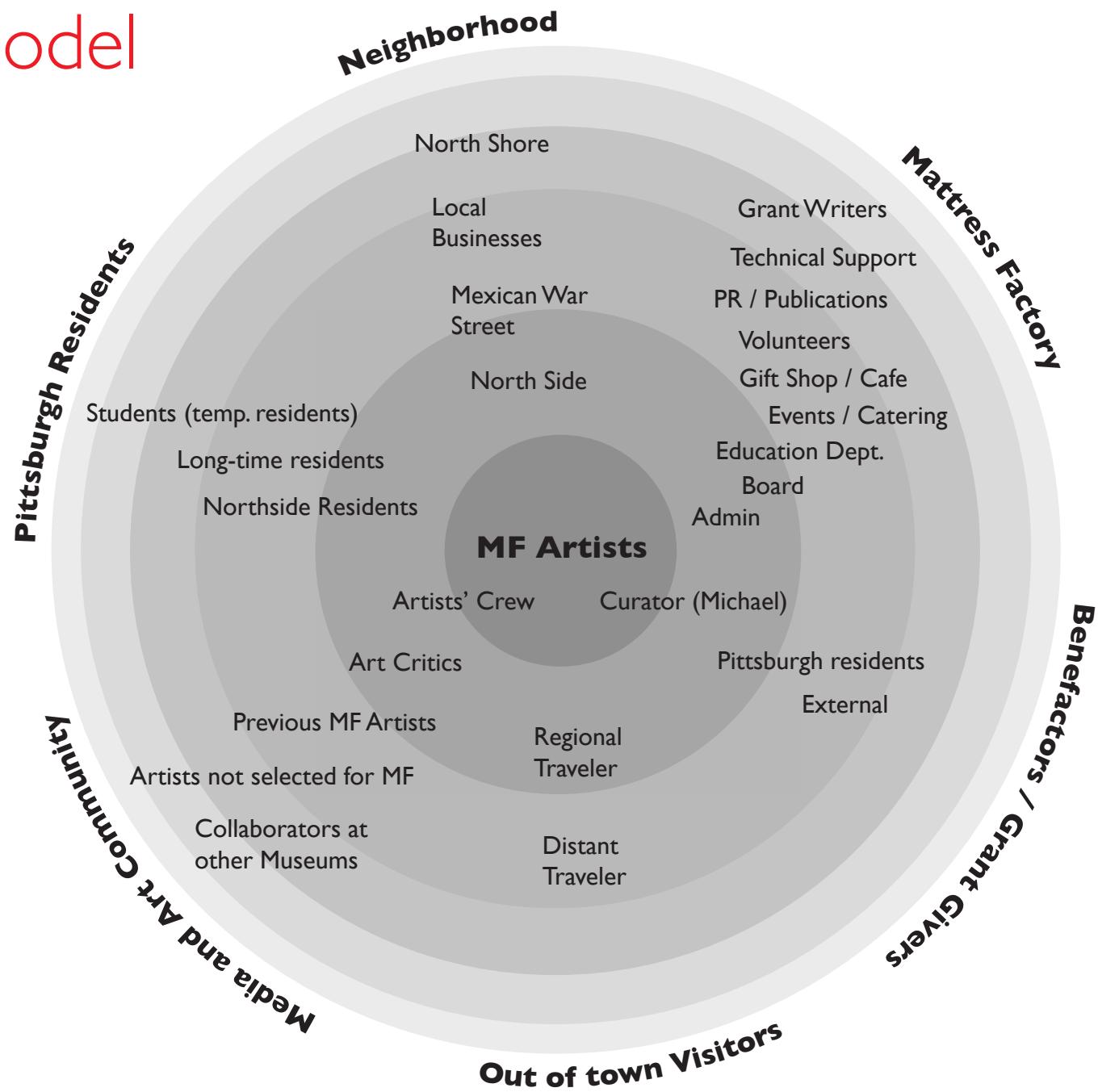
bringing the artist and the visitor closer together

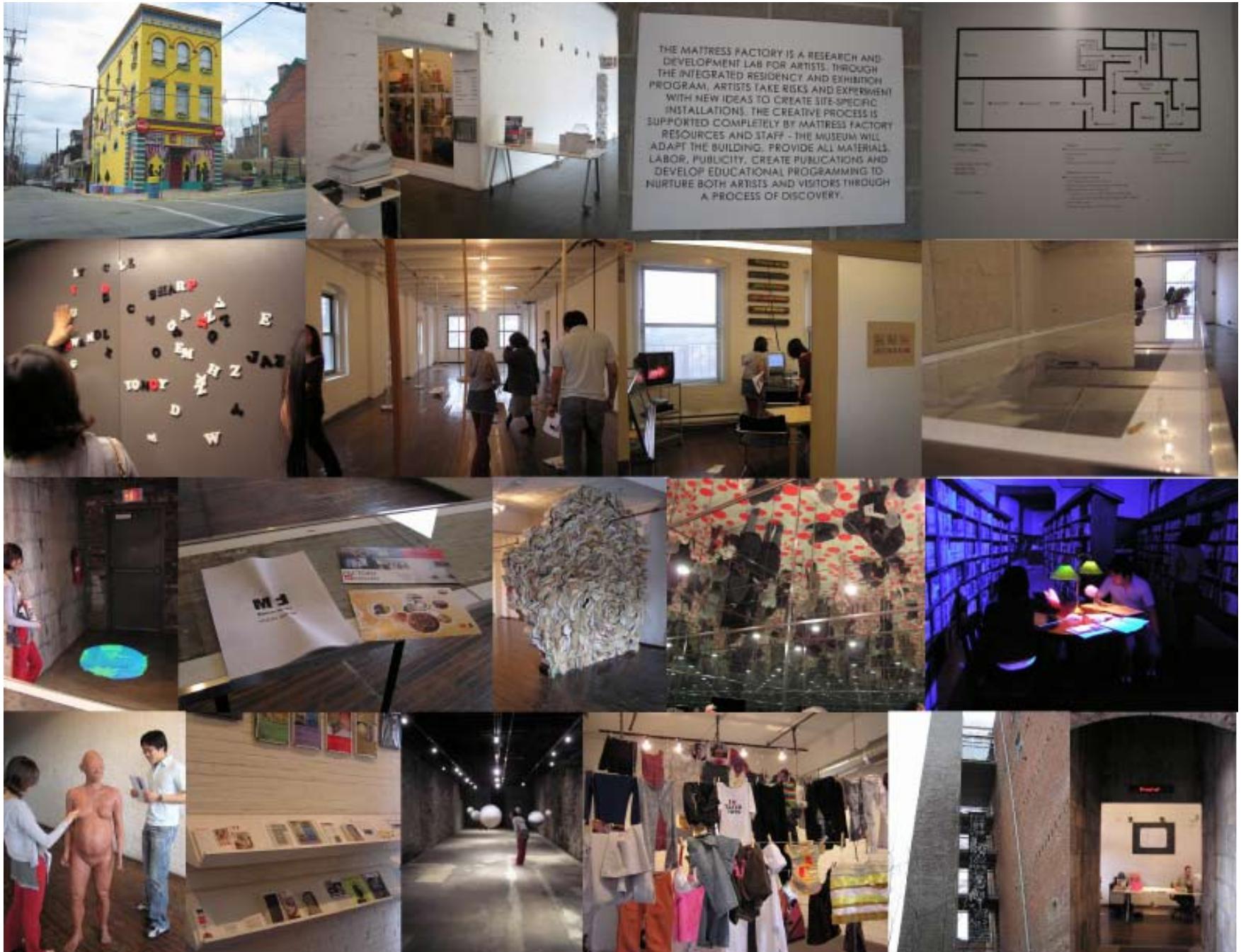
lily cho
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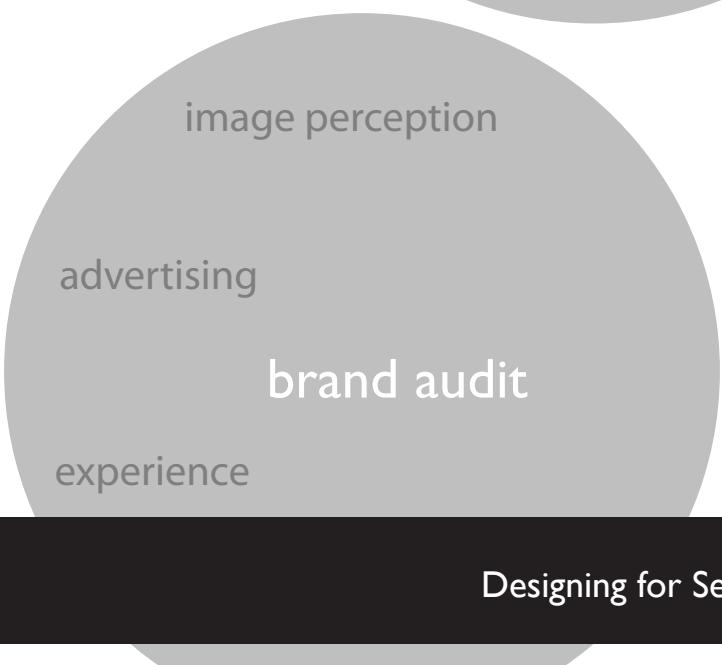
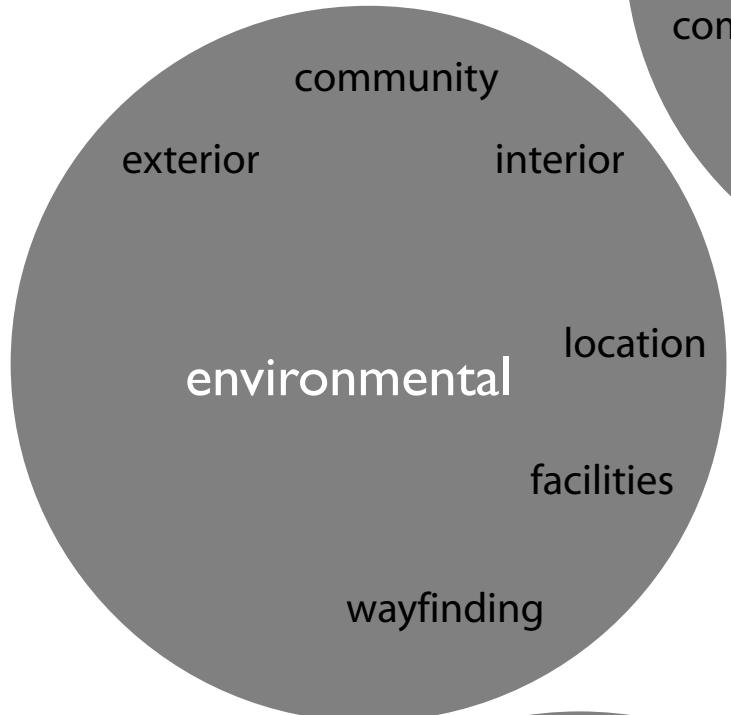
M :

stakeholder's model





overview



environment

come
to
reside/work in
Mattress Factory

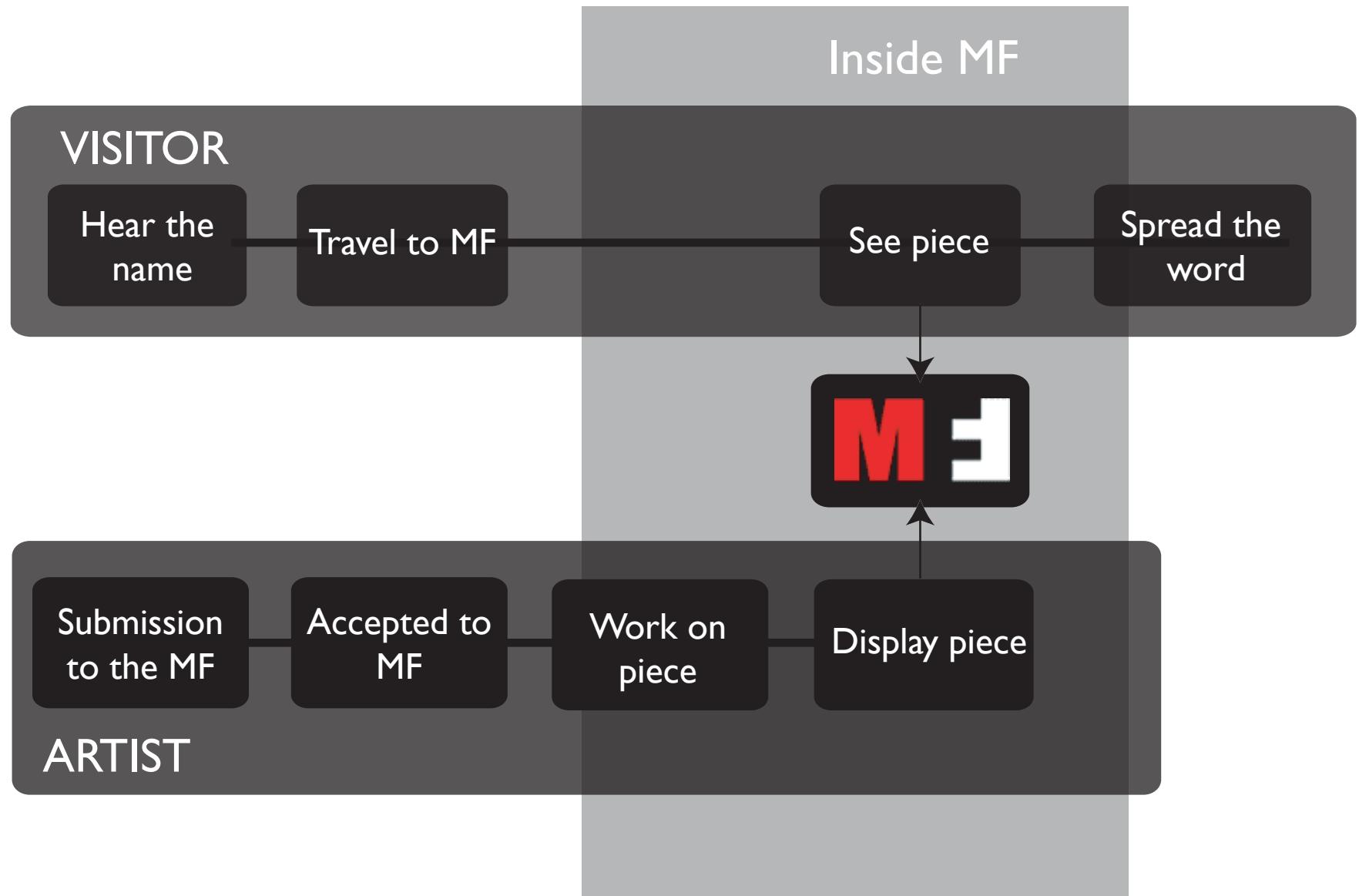
multiple buildings
rough & room-sized workspace

experience
North Side

PNC Park
Mexican war streets

come to
Pittsburgh
chemistry
overhead

process diagram: visitor | artist



customer typology

| | | Not Visited | | | |
|------------------------|--|---|--|--|----------------------------|
| | | Not interested | Indifferent | Passively interested | Actively interested |
| Characteristics | Likely to not know or care what the MF is and will not go unless if the incentive is strong enough | People who may have heard what the MF is, but needs other incentives to visit | Curious people who have heard about the MF who want to visit | People who know about the museum and want to know more and explore it to the fullest extent. There may be external factors that may prohibit them from visiting. | |
| | Not expecting correlation to a positive related experience | None | Open-minded and hope for a great experience | Expecting correlation to a related experiences or to what you know about the MF | |
| | None | None | Explore a new place | Do whatever it takes to maximize their experience | |
| | Go for the sake of having to go and may not make an effort to explore the place | May or may not make a full course according to the suggested path | May follow the suggested path or take their own path Visits the resource room | Likely to take their own path and thoroughly examine every exhibit | |

customer typology

| Visited | | Not interested | Indifferent | Passively interested | Actively interested |
|-----------------|---|--|--|--|---------------------|
| Characteristics | Not satisfied customers and may not want to return | Did not have a specific reaction to the MF previously and may or may not revisit | Had a moderately positive experience previously and revisits once in a while | Has had a great experience with the MF and remains gung-ho | |
| Expectations | Previously has had a negative experience and does not expect a good experience | None | Open-minded and hope for another great experience | Expecting to find out more than the previous visit | |
| Goal | None | None | Explore the new exhibits | Do whatever it takes to maximize the experience | |
| Tasks | Go for the sake of having to go and may not make an effort to explore the place | May or may not make a full course according to the suggested path | May follow the suggested path or take their own path Visits the resource room | Likely to take their own path and thoroughly examine every exhibit | |

customer typology: secret decoder website

we're designing for actively and passively interested customers who have visited the mattress factory before

Characteristics

Passively interested

Had a moderately positive experience previously and revisits once in a while



Expectations

Open-minded and hopes for another great experience

Goals

Explore the new exhibits



Tasks

May follow the suggested path or take their own path
Visits the resource room

Actively interested

Has had a great experience with the MF and remains gung-ho

Expecting to find out more than the previous visit

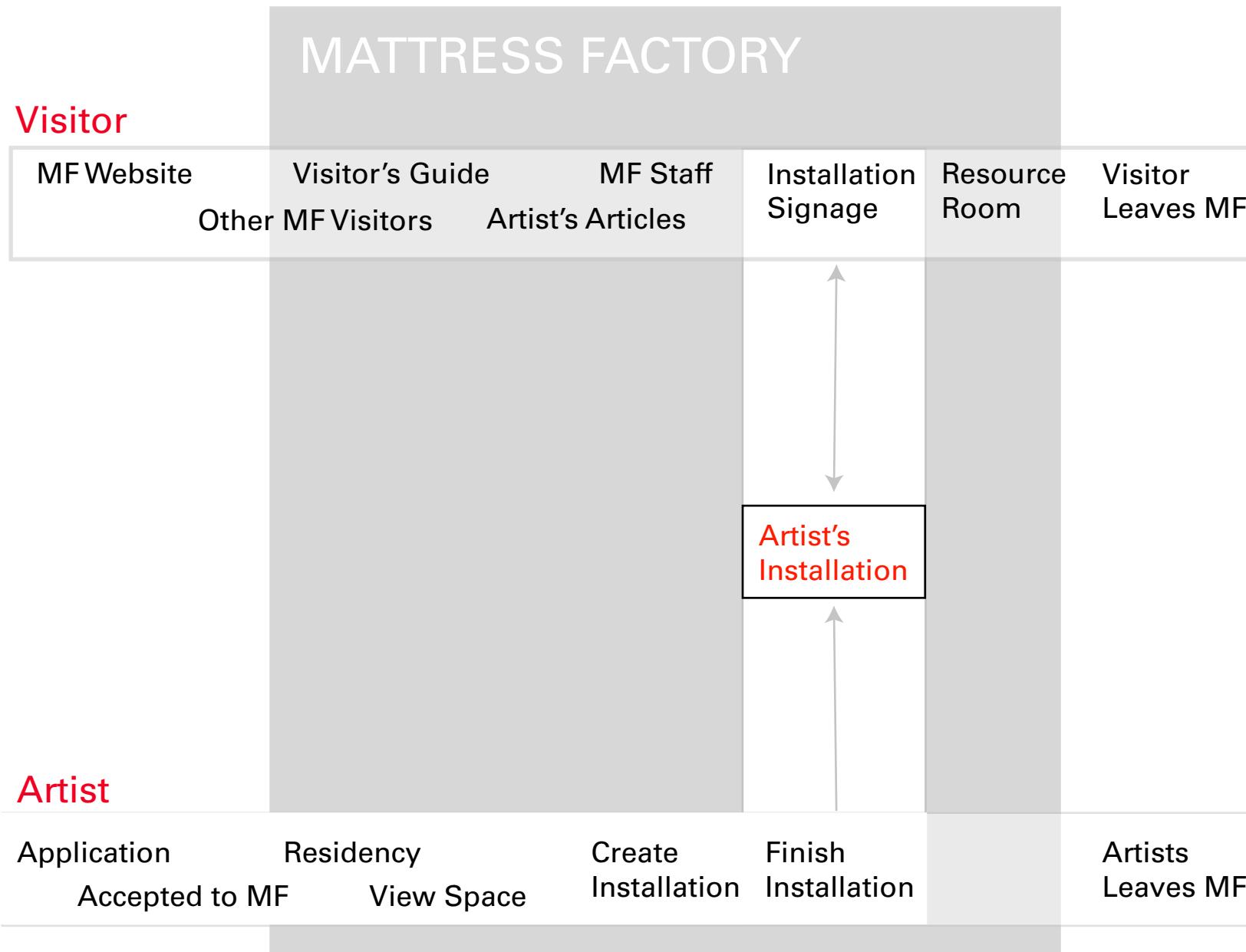


Does whatever it takes to maximize the experience

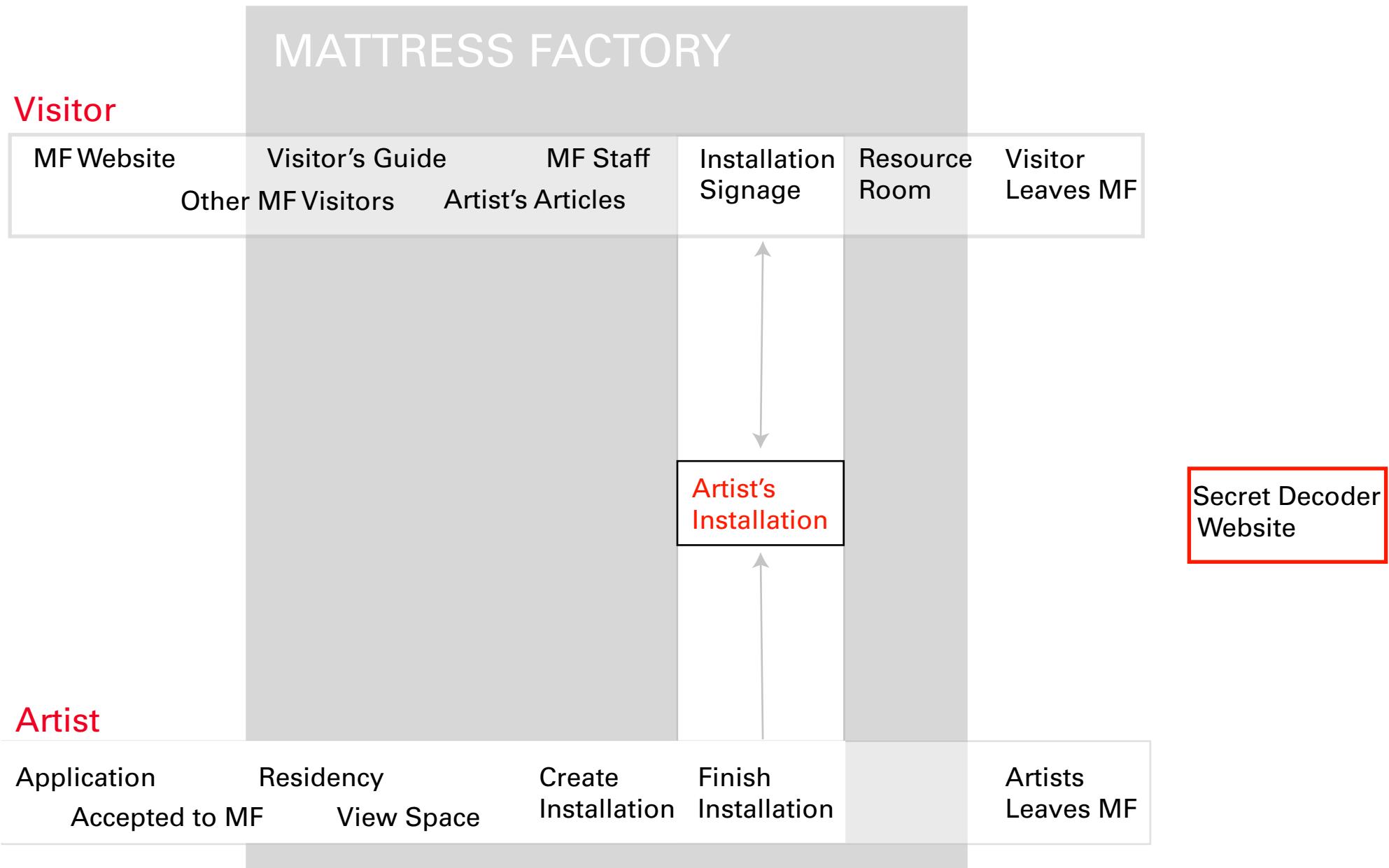
Likely to take their own path and thoroughly examine every exhibit



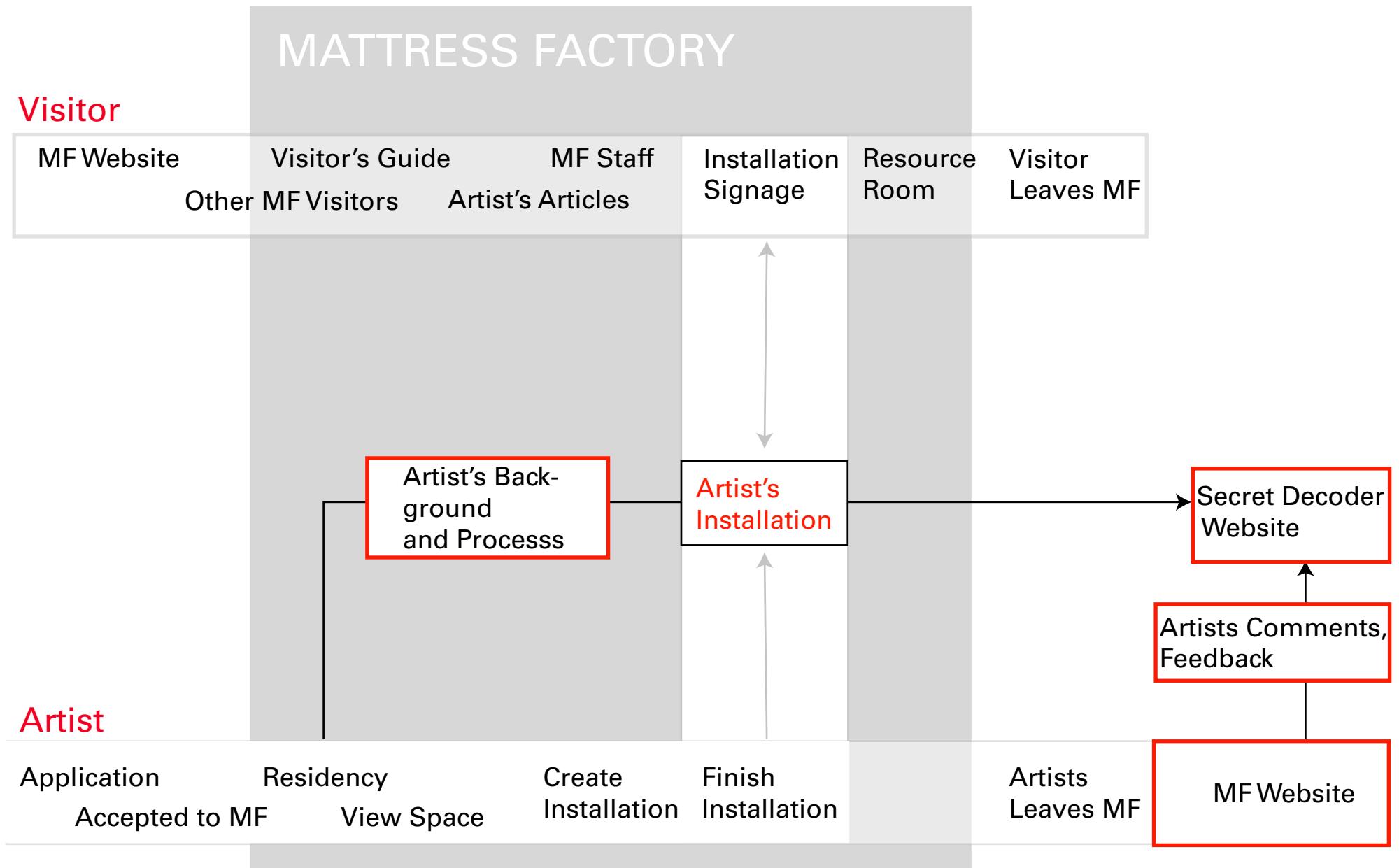
customer journey & touchpoints



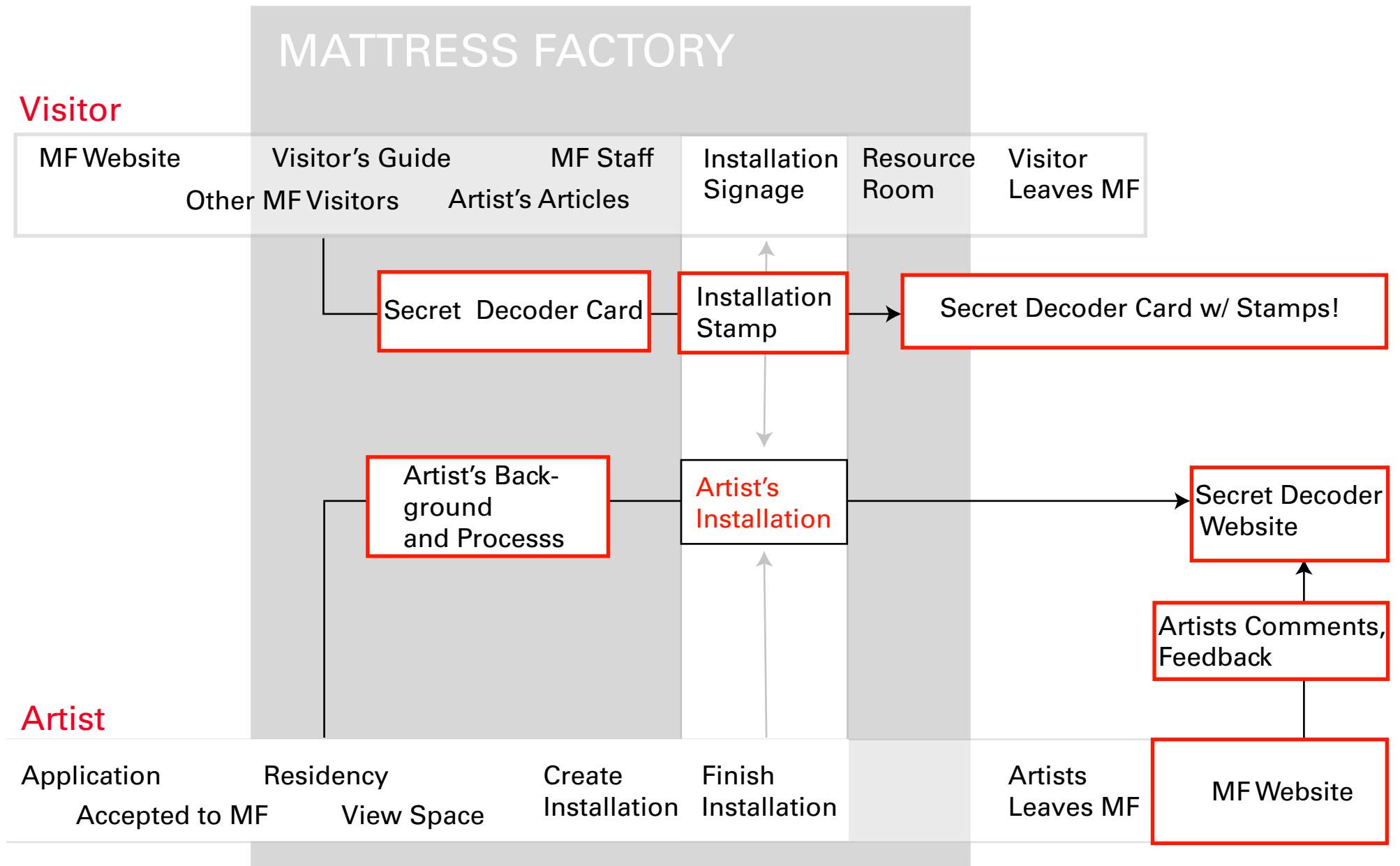
customer journey & touchpoints



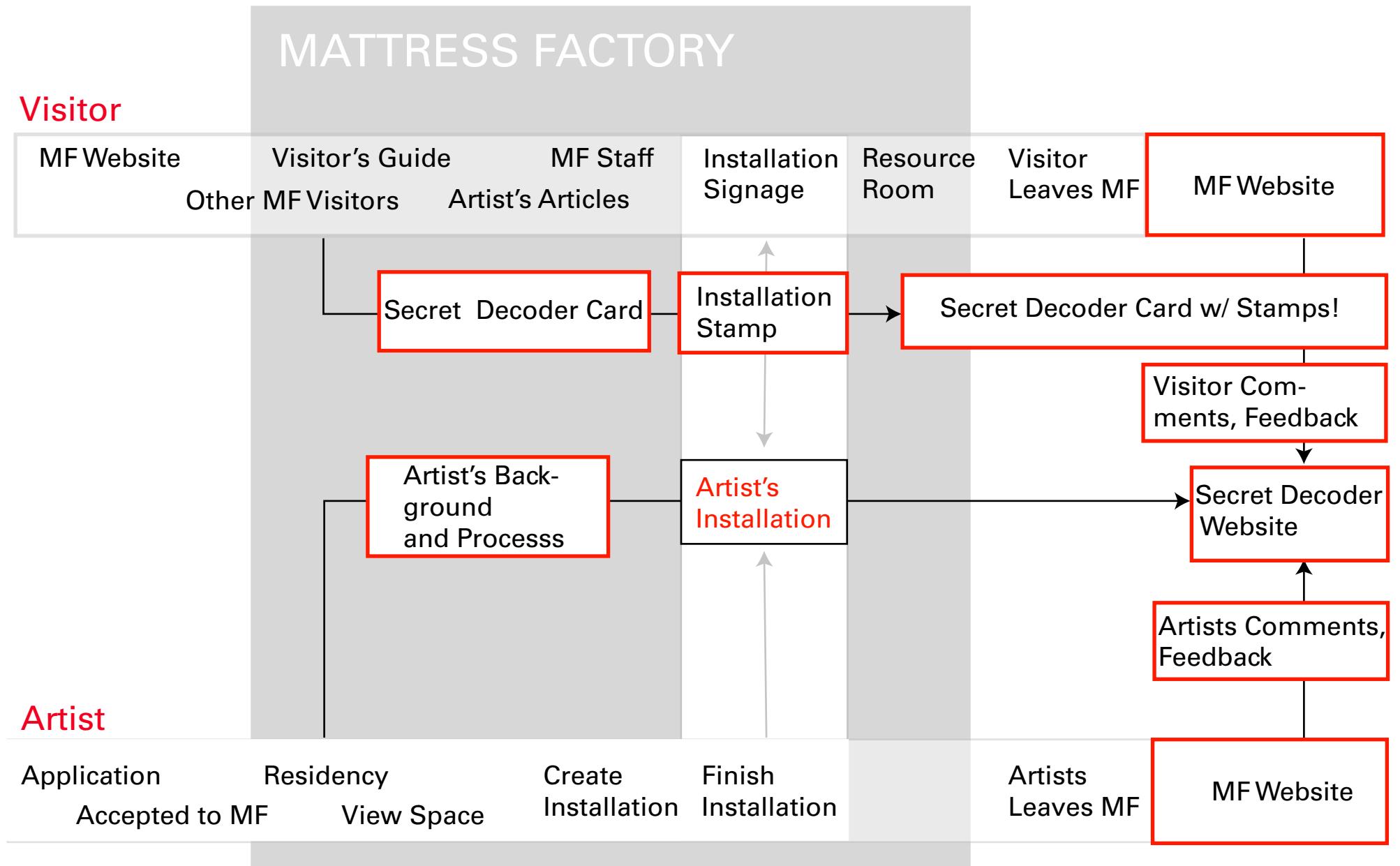
customer journey & touchpoints



customer journey & touchpoints



customer journey & touchpoints



moment concepts



At the Front Desk:

The visitor picks up the mysterious and fun "secret decoder" card.



At the Artist's Installation:

"This installation is so interesting, I wish I could find out more about it. What was the artists thinking and what process did he /she go thru?"



At the Artist's Installation:

"This is fun, I can stamp my "secret decoder" card. I wonder what I'll find on the website."



Leaving MF:

I've got my "secret decoder" card stamped w/ all of the installations that interested me. I can't wait to go home and read more about it.

[Home](#) | [Jason Peters](#) | [Kristine Marx](#) | [Edie Tash](#)

Welcome! You've Selected Artists - PMTK

GET INTO THE ART
Always wanted to know more about the artist? Want to get to know the artist's story? Connect with other visitors from the Mattress Factor chance in this part of the website.

Featured Visitor for 05/06/06
Posted By: Regina

 This piece intrigued me the most because of its location in the Mattress Factor. It made me feel like I was in a different place, separate from the the massing of visitors walking above me, but it was as if I was in a house the way I was walking, walking slowly past the globes that define my over

[Comments](#)

At the secret website:

Visitors w/ similar interests in the same installations at MF can find each other w/ the secret decoder card.

Comments

File Size Limit: Up to 2 MB

Attached File

Posted By: Scarlett [Send Message](#)

 Here's my story of the MF. The address of the MF lady who said, "Go down the alley. It's at the end of that could be the museum's intent. I was waiting for it and just be like, "HA! Gotcha!" So yeah, although the manipulated light (the MF itself was awesome). I think

At the secret website:

Visitors post their impressions about their visit to MF and their opinions about specific installations.

ARTISTS & EXHIBITIONS

Jason Peters



At the secret website:

Visitors can view background info and the process the artist followed while creating the installation.

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Hello, Ethan

New Messages 3
Updated Exhibitions 4
Members News 1

[Update Personal Info](#)

 [LOG OUT](#)

 [Join in Our Membership Event with Jason Peters](#)

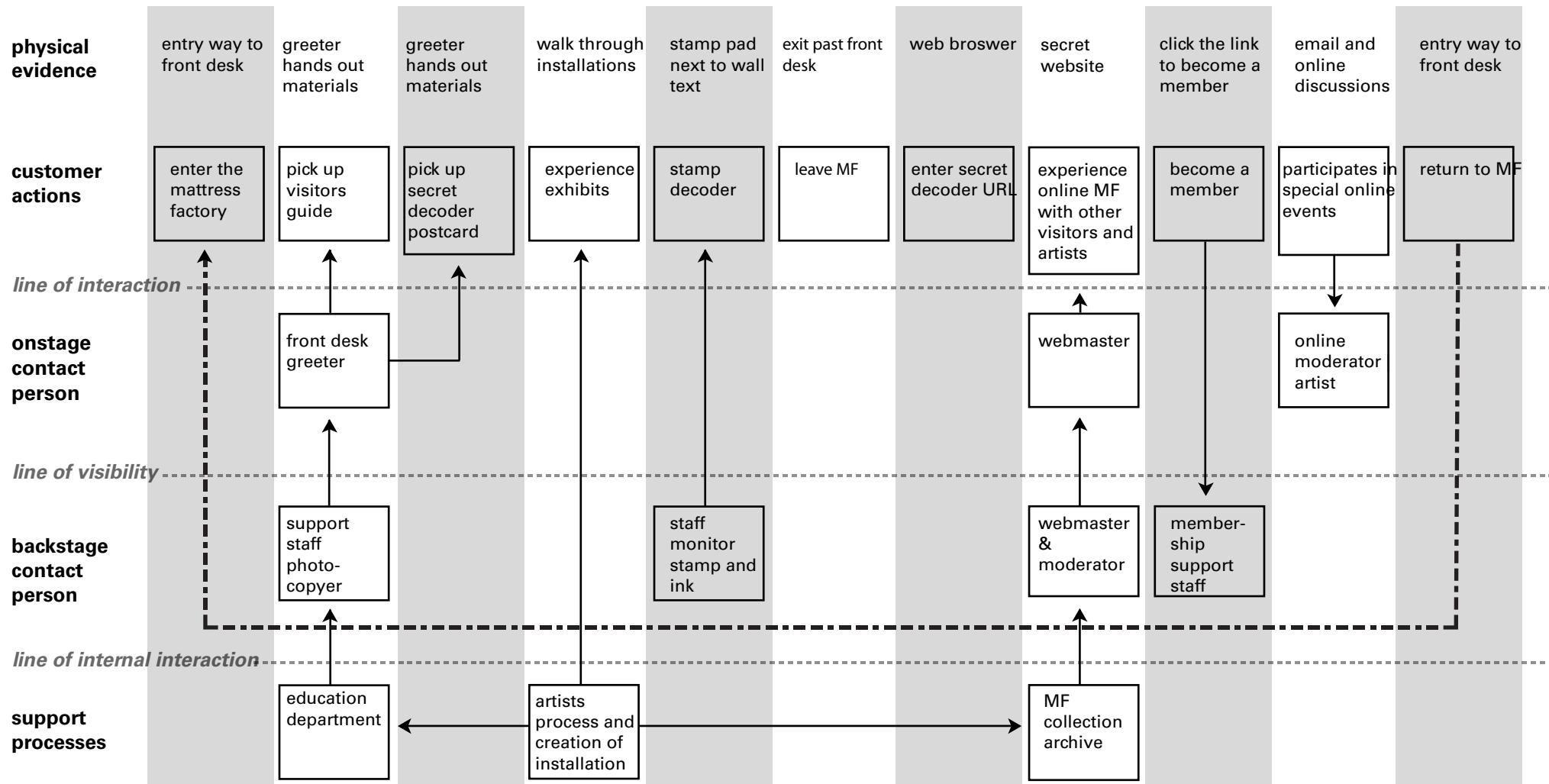
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Pos

At the secret website:

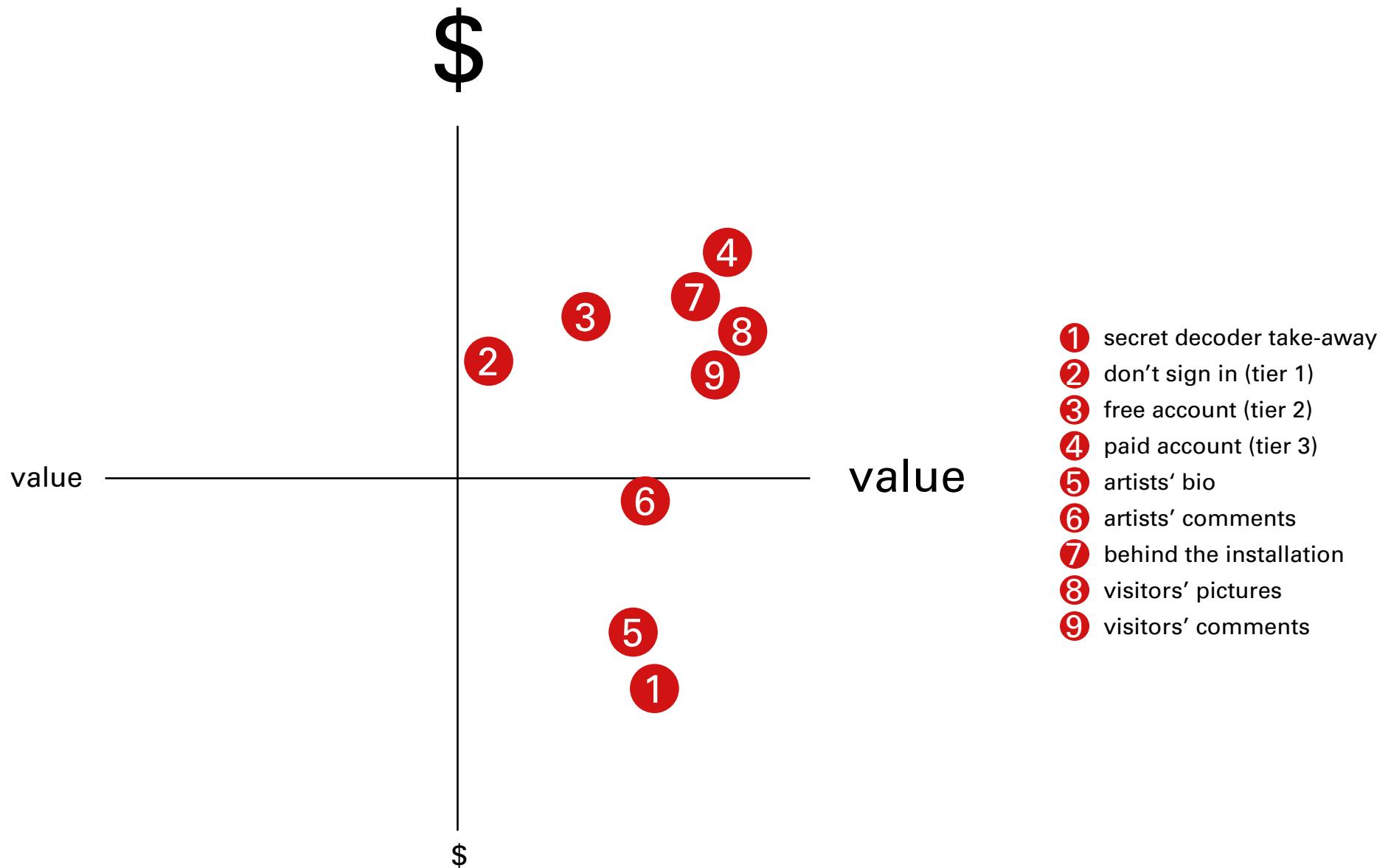
Paid members can membership events with the artists.



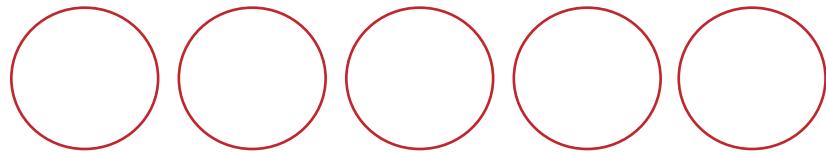
process blueprint



cost | value model



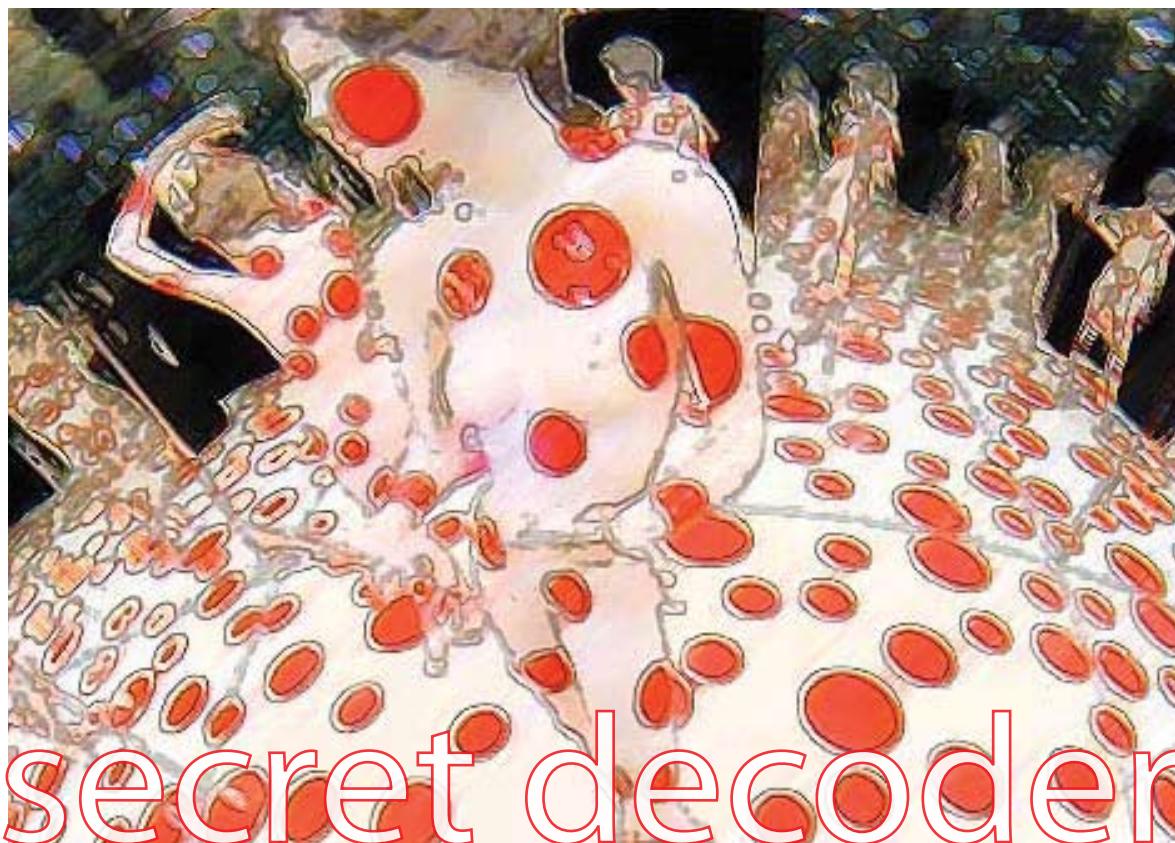
Place Stamps Here:



Use your secret code to discover more:
<http://www.mattress.org/00000>

M

Mattress Factory
art you can get into



secret decoder

secret decoder website



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click here to go to the website

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