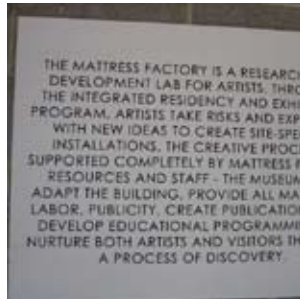


designing for service

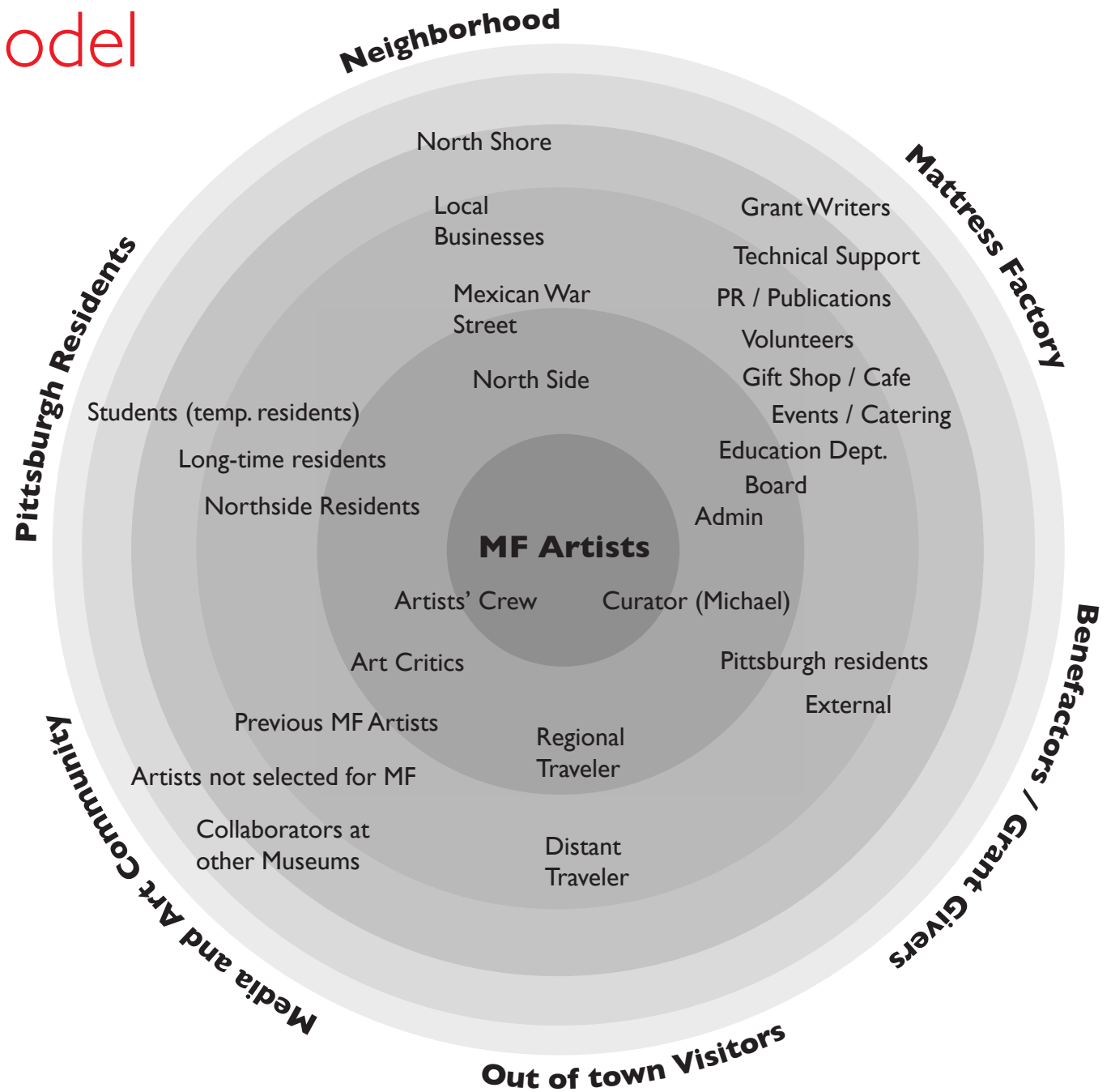
secret decoder website

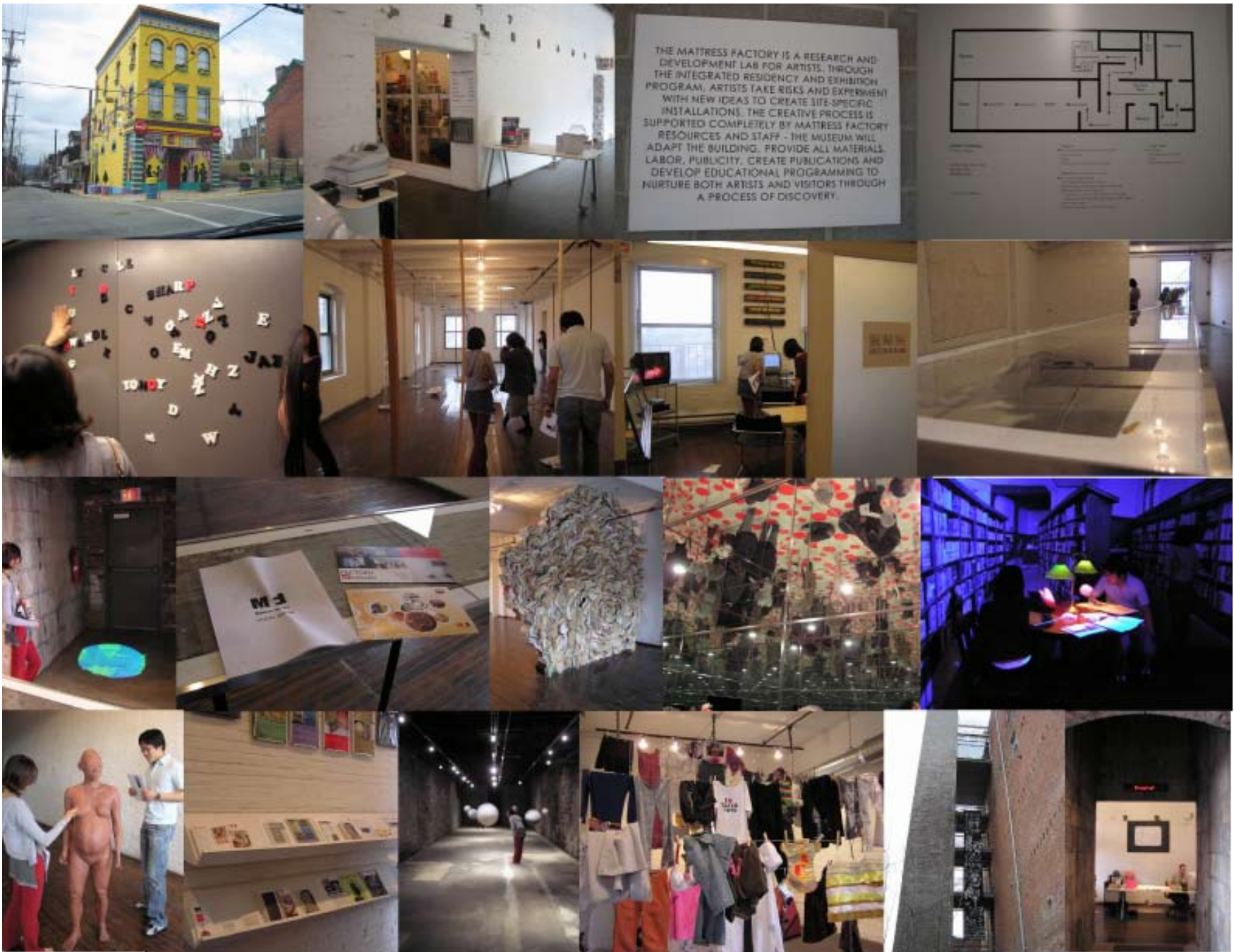
bringing the artist and the visitor closer together

lily cho
ray su
max snyder
jenn ng
yong rhee



stakeholder's model





overview



environment

SOME

S

reside/work in

Mattress Factory

multiple buildings
rough & room-sized workspace

ART

experience

North Side

PNC Park
Mexican war streets

A

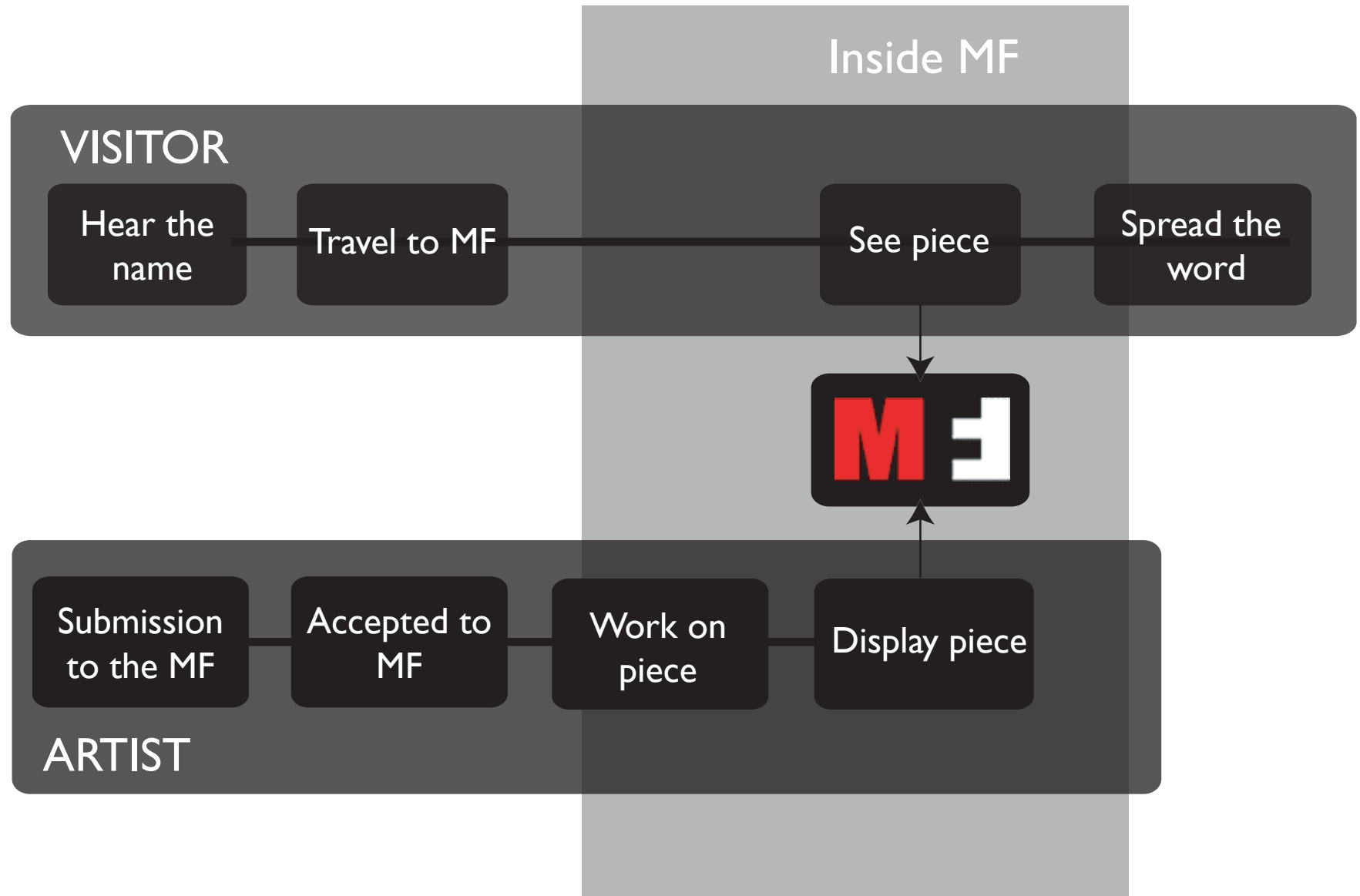
come to

Pittsburgh

chemistry
overhead

M

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.
Expectations	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
Goal	None	None	Explore a new place	Do whatever it takes to maximize their 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

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

Passively interested

Characteristics

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

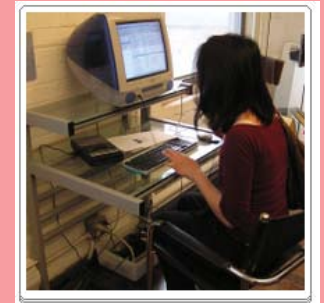


Tasks

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

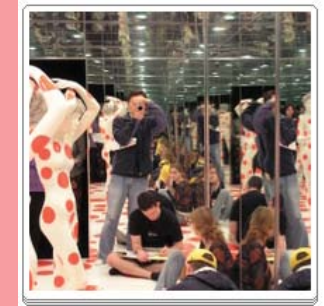
Actively interested

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



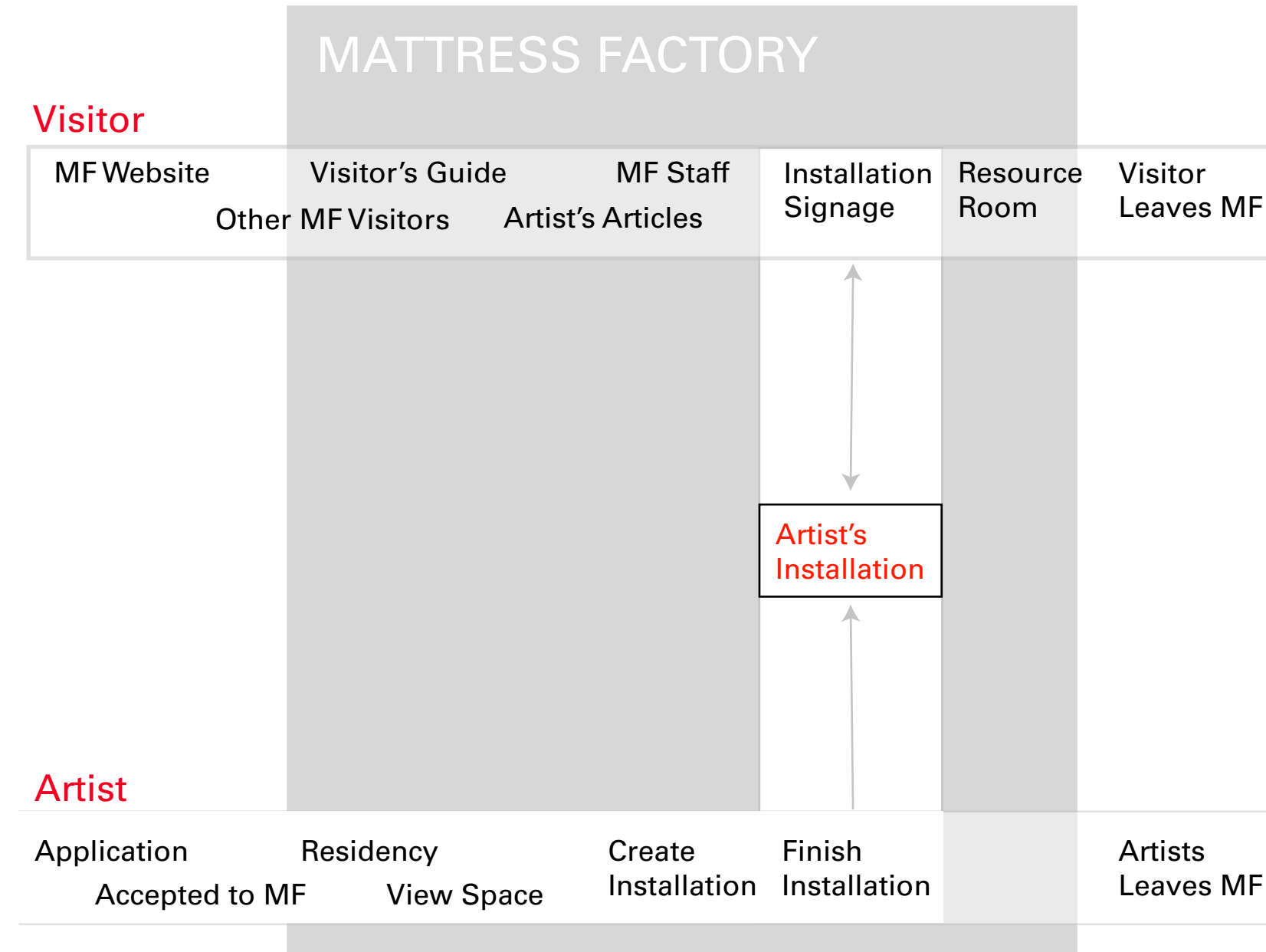
Expecting to find out more than the previous visit

Does whatever it takes to maximize the experience

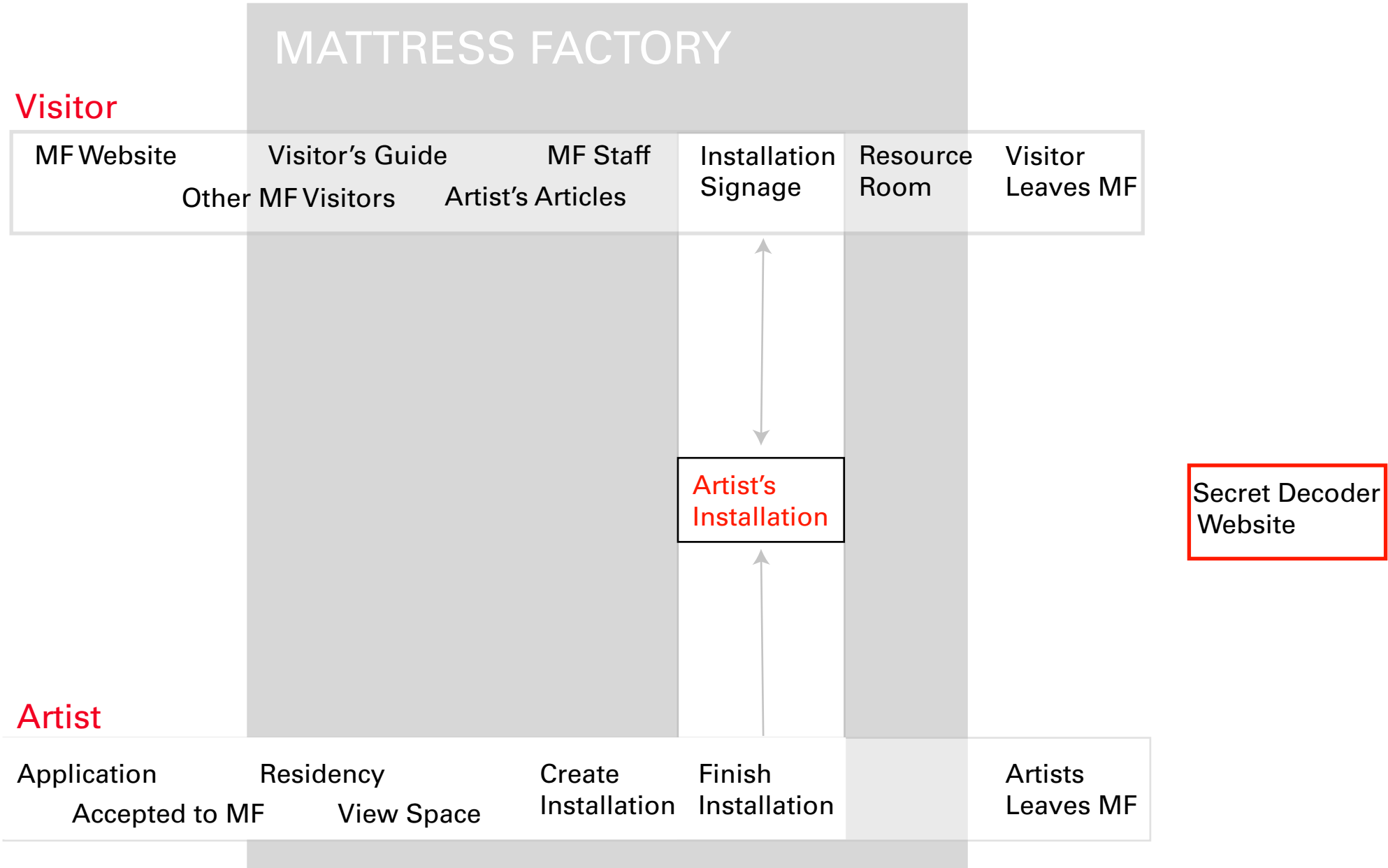


Likely to take their own path and thoroughly examine every exhibit

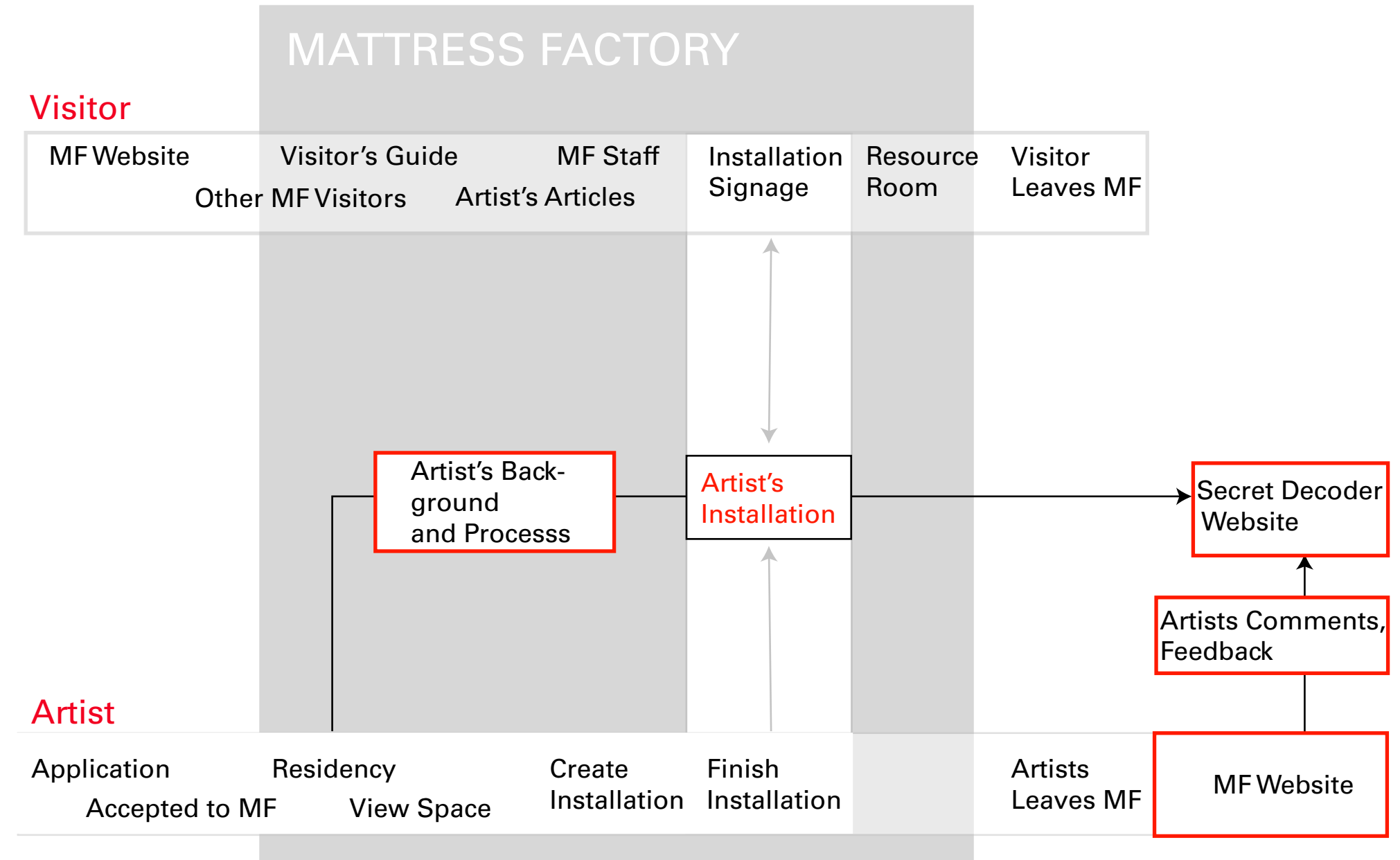
customer journey & touchpoints



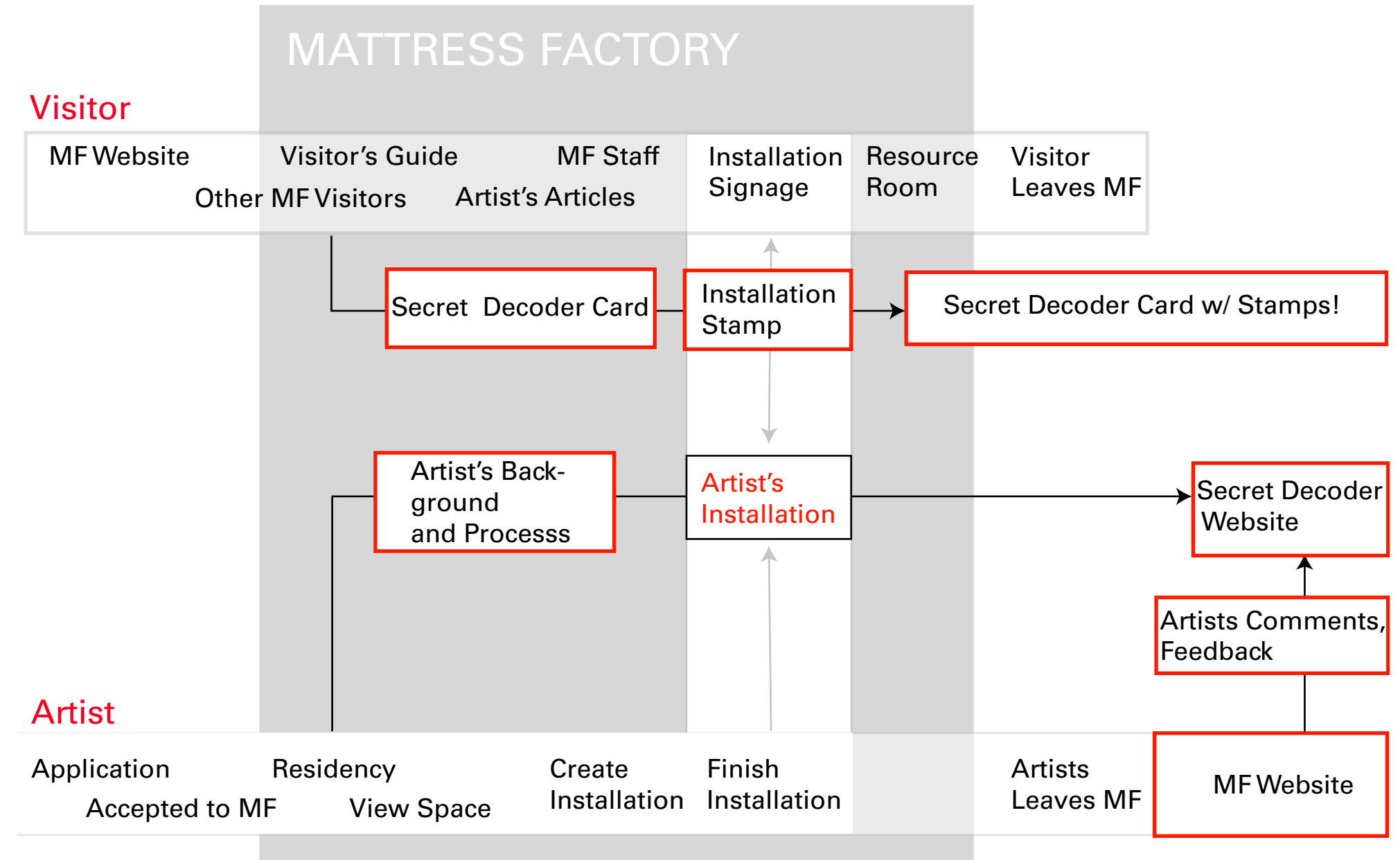
customer journey & touchpoints



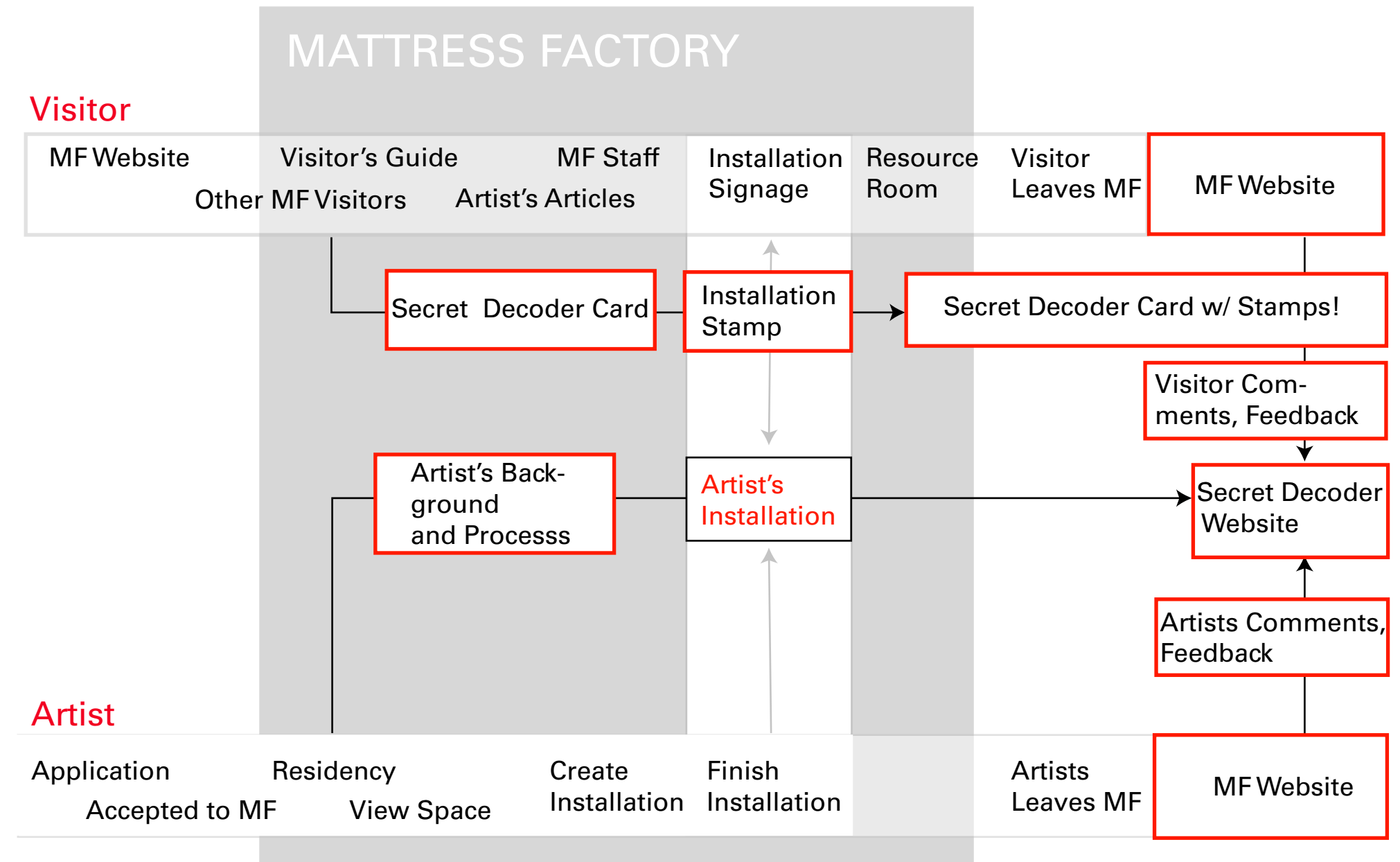
customer journey & touchpoints



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?"



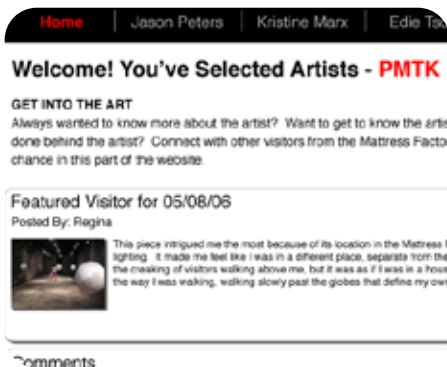
At the Artist's Installation:

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



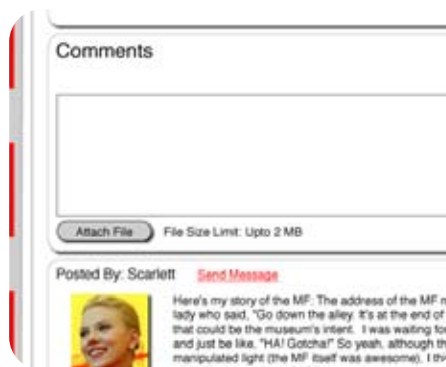
Leaving MF:

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.



At the secret website:

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



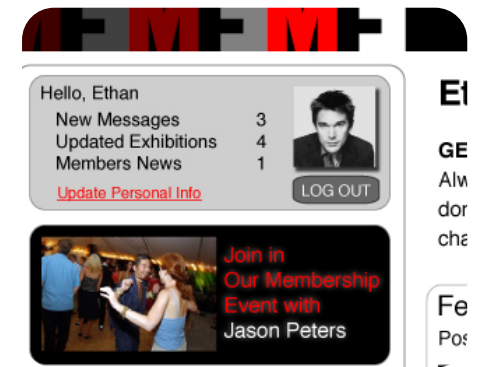
At the secret website:

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



At the secret website:

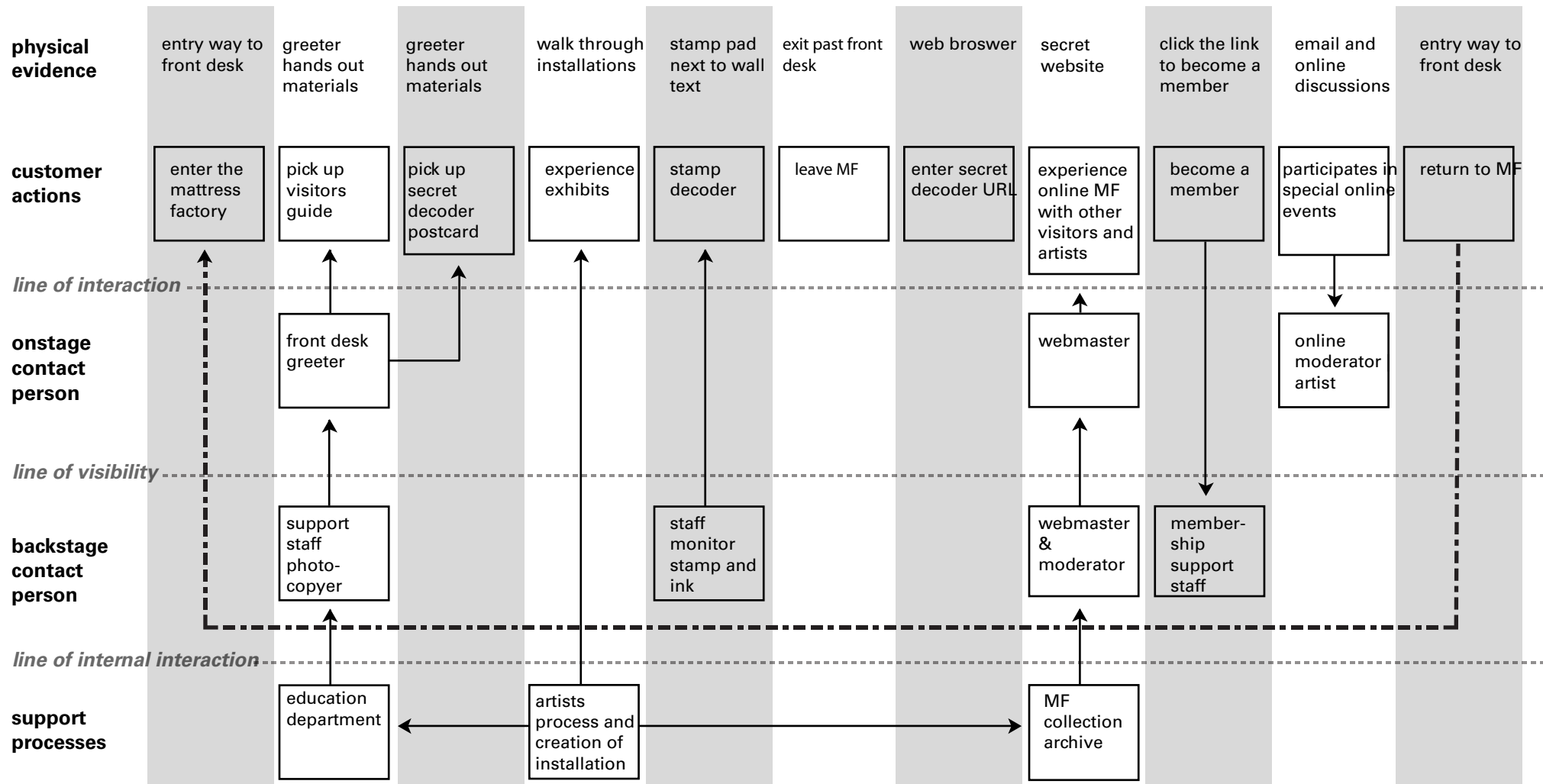
Visitors can view background info and the process the artist followed while creating the installation.



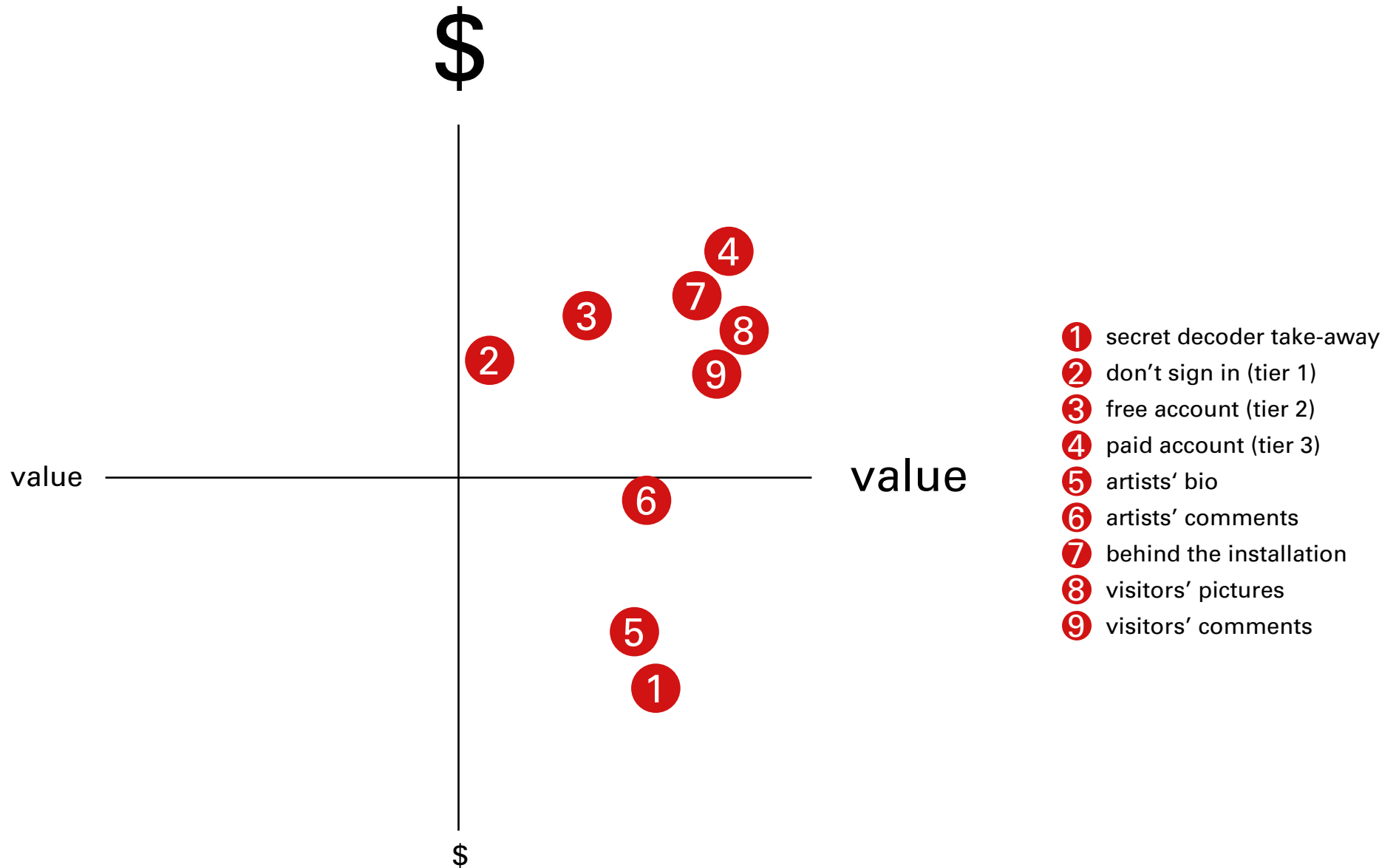
At the secret website:

Paid members can membership events with the artists.

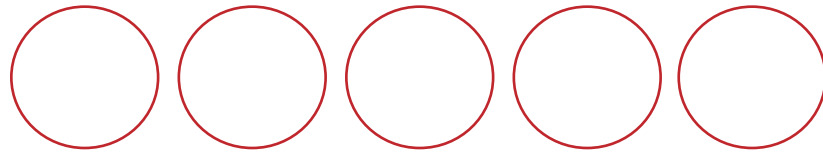
process blueprint



cost | value model



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art you can get into



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