



DESIGN MUSEUM OF CHICAGO

Design Museum contextualizes
and **humanizes design's**
influence in everyday life.

but, what is Design?



How might the Design Museum of Chicago **help non-designers understand how design affects their lives?**

Target Audience

Our target audience are
Middle aged (25 - 45 years old)
Non-Designer
Chicago Residents.

What did they say?

"I will go to the
Museum if I was
suggested by friends"

"DMoC does not
appeal like a museum"

Entice

Enter

Engage

Exit

Extend

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"The most exciting thing I remember from recent visits was the interactive part of the museum"

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Be inviting

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Have a surprise element

Bring awareness to the power of design

Have memorable interactions

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Design Principles

Be inviting

**Use storytelling
as a tool**

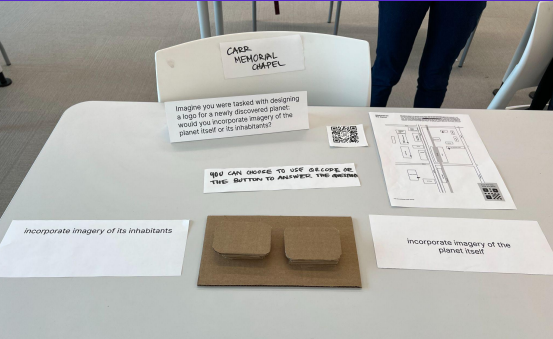
**Have a surprise
element**

**Bring awareness
to the power of
design**

**Have memorable
interactions**

Ideation

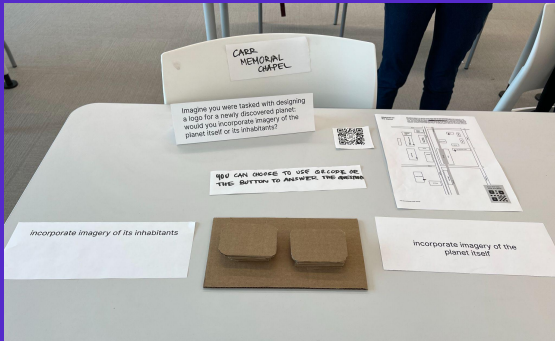
Round 1



Low-fidelity prototype

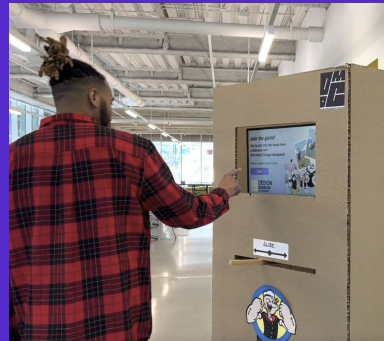
Ideation

Round 1



Low-fidelity prototype

Round 2

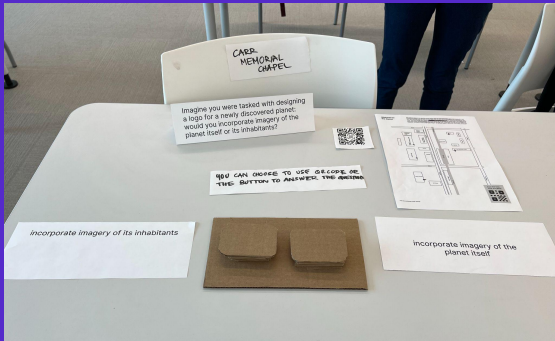


Mid-fidelity prototype

At Kaplan Institute
6 People interacted
30 min

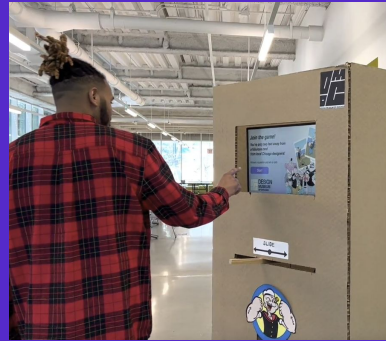
Ideation

Round 1



Low-fidelity prototype

Round 2



Mid-fidelity prototype

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30 mins

Round 3



High-fidelity prototype

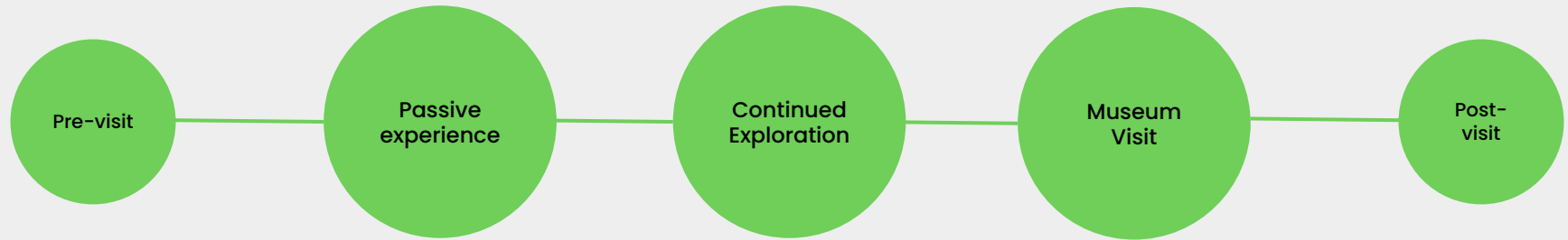
At MTCC, IIT
16 People interacted
37 mins

Team Wombat tested the “PRE-VISIT” experience in a lobby of a university building visited by students from various disciplines other than design.

Design is Around You

An interactive campaign that brings awareness to the power of design in everyday life.

Our Prototype





I heard some fun
going on outside



Pre-visit

I heard some fun
going on outside

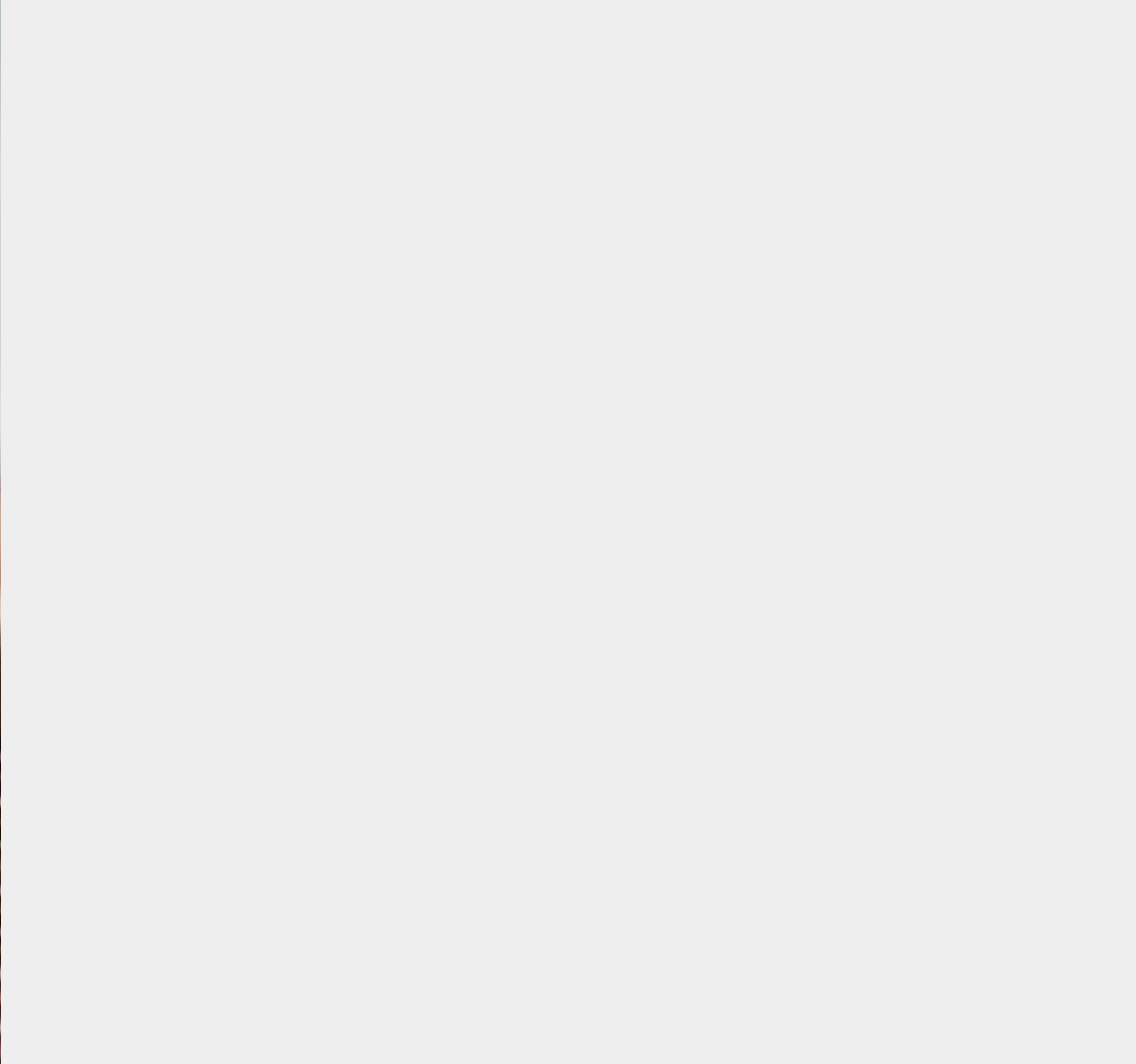


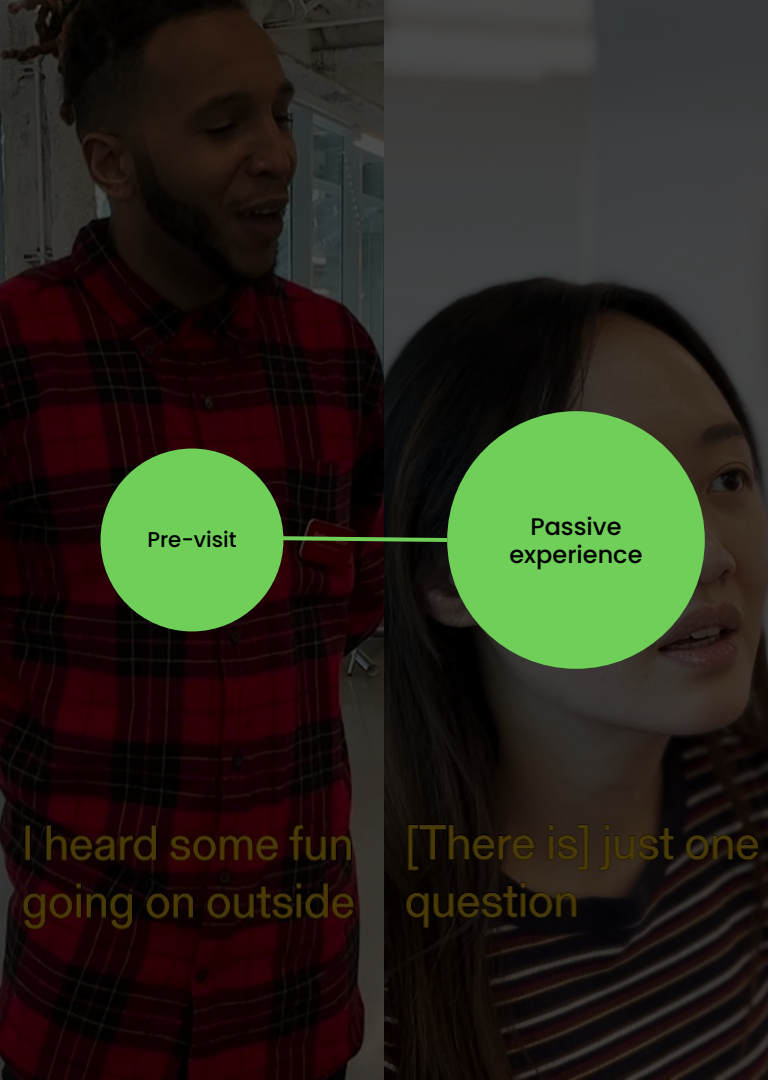
Pre-visit



I heard some fun
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[There is] just one
question



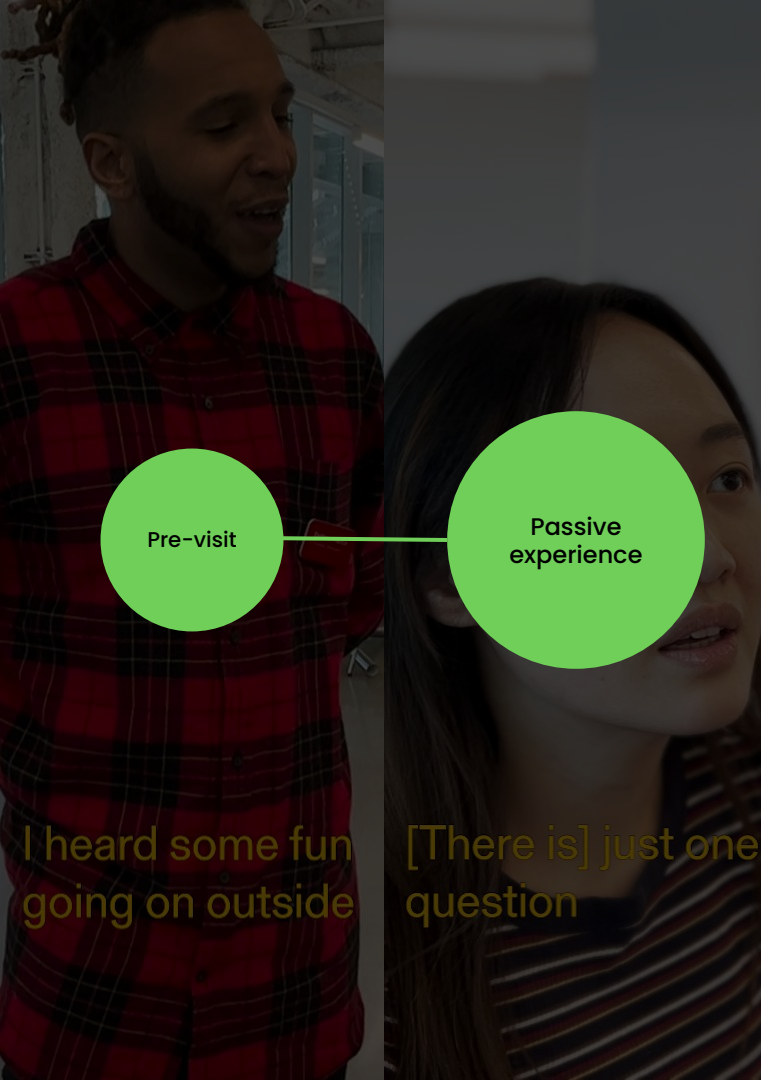


Pre-visit

Passive
experience

I heard some fun
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[There is] just one
question



Pre-visit

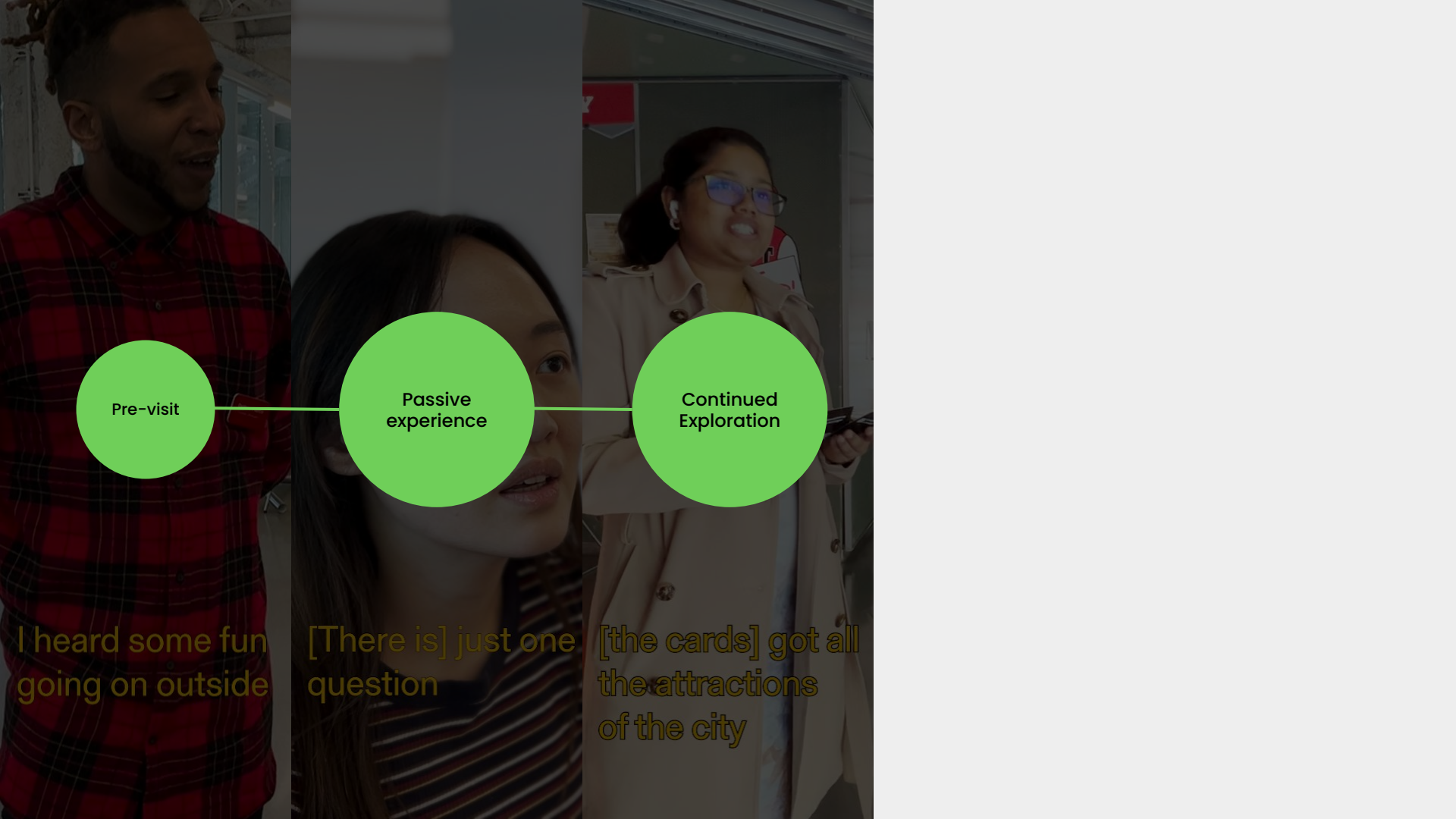
Passive
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I heard some fun
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[There is] just one
question



[the cards] got all
the attractions
of the city



Pre-visit



Passive
experience



Continued
Exploration

I heard some fun
going on outside

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Pre-visit

Passive
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Exploration

I heard some fun
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Yeah, I saw the
[DMoC logo]

Pre-visit

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Exploration

Museum
Visit

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I think it was cool

Our Prototype

Pre-visit

Passive
experience

Continued
Exploration

Museum
Visit

Post-
visit

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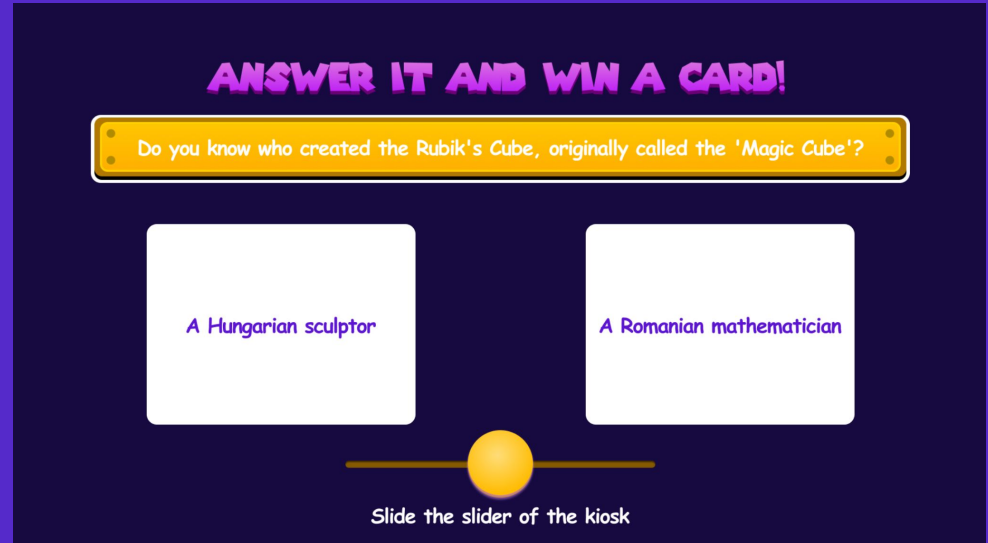


Opportunity to think about what is design through the question

Without telling, people will have opportunity to go through the design story and they can digest about the design in their own way.

“I never thought about the design of a potato peeler, so it was interesting”

– Prototype test round 3 participant





The experience was memorable and rewarding

“Discussing the questions with friends was the fun part”

“Getting a card at the end was rewarding”





A chance to spread design in a deeper way

- Better understanding of design from DMoC's exhibits
- Receive the golden card
- Meet other card collectors





Expanding the experience among friends

- Spreading the power of design
- Memorable visit
- Invite friends to visit DMoC





Collectibles play a critical role

The cards can be placed everywhere,
Giving more exposure to it.



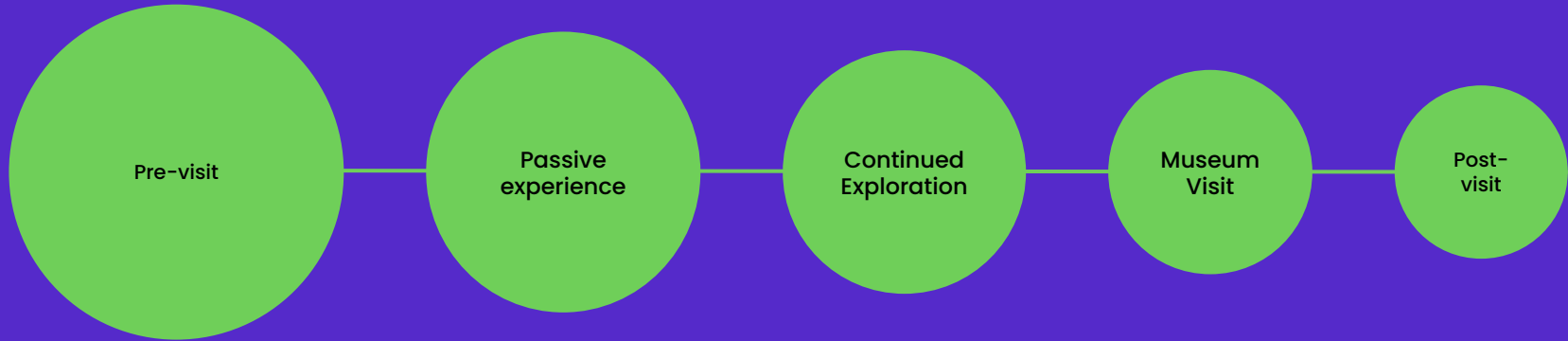


Collectors becomes an advocate for design

- Displayed at home
- Starts conversations about design
- There is a design story on the back of the card



More interaction with kiosks, More opportunities to think about design



Surface-level understanding of design

Deep understanding of design



Our Solution – Framework

Be inviting

- Color
- Sound
- Collection
- Physical

Use storytelling as a tool

- Design question

Have a surprise element

- Special cards
- Kiosk experience

Bring awareness to the power of design

- Series of questions
- Design stories
- Exhibition

Have memorable interactions

- Year on the card
- Unique experience
- Discussion with friends

2023

2024

2025

2026

2027

May Jun Jul Aug Sep Oct Nov Dec

What is design?

I've heard about design.

For me design is a powerful tool!

Puzzle exhibit

Future exhibition

Future exhibition

Future exhibition

Future exhibition

Journey development

4 Iterations of the Kiosk

Iteration 1

Iteration 2

Iteration 3

Iteration 4

Today

What is design?

In 5 years


Design is around me!

Appendix

Costs

Kiosk: \$ 939/unit

32-inch Self-service terminal

Price included *32" touch screen *terminal printer *IC/ID reader *woodencase packing		
Name	32-inch Self-service terminal	
Item No.	LS320T	
Color	White/Black /Customized	
EXW price	USD939.00/unit	
Delivery date:15-25 working days		
Port:Shenzhen,China		
Payment term:TT50% as deposit,TT 100% before loading.		
Panel Parameter		
Panel Size	32 inch	
Max. Brightness	350nits	
Max. Resolution	1,820*1,080p	
Contrast Ratio	1,000:1	
Panel Life	50,000 hours	
Responsive Time	5ms	
Viewing Angle	H178/V178	
Touch Screen		
Touch Panel	Capacitive touch screen	
Positioning accuracy	±2mms	
Transmittance	≥92%	
Hardness	7H	
Response time	≤8ms	
Output Resolution	4096X4096	
Life time	Single point more than 600 million time	
Mainboard(same as your request)		
Operating System	Android 7.1	
CPU	Android (dual-core,quad-core,Octa-core optional)	
Memory	DDR2+16GB (optional)	
Interface	4*USB2.0,1*VGA,1*LAN	
Mode of Networking	R,4G,WIFI(optional)	
Thermal Printer		
Auto-cutter	Included	
Width of Paper	80mm	
Printing Speed	150mm/s	

Buffer of Data	4Kb
Interface	RS232/USB
Power Supply	
AC Input Voltage	100~240V/AC
Frequency	50Hz to 60Hz
Others	
Measurement	
Installing	
Working Temperature	0℃~50℃/20%~80%
Storage Temperature	-10℃~60℃/5%~95%
Accessories	base,power cable 1.8M,keys
Unit Packing size (mm)	
Unit Packing Weight (G.W)	
FAQ	
1. Q: Are you a manufacturer or trading company? A: We are a professional manufacturer specialized in producing LCD displays since 2013.	
2. Q:How long is the warranty? A:Our officially promised warranty time is 12 months from the date of delivery.	
3. Q: I would like to ask you if it's possible to have my logo on the product. A: Layson,Aliesonic (our brand), neutral appearance, customized logo, all are available if you like.	
4. Q:what brand of screen are you using? A: Samsung, LG,AUO screen are normally used for the digital signages and video walls, while customized screen is also supported.	
5. Q: I haven't done business with you guys before, how can I trust your company? A: Advertising displays received CE, RoHS, ISO9001, CCC etc; Our company is golden supplier.	
Guarantee	
A: Layson provides 1 (one) year quality guarantee for the products from your purchase date, except the human damage and force majeure factor. For a better maintenance, be sure that the players are using under normal circumstances (not more than 16 hours daily). During the guarantee period, Layson will send the new replacement for free if it's because of hardware problem after we confirm, and cover the shipment fee for the replacement delivery, the buyer just need to cooperate to send the damage one back to our factory. For the problem advertising machine, it shall be returned to factory for repairing. Layson will be responsible for expenses arising out of such repairation, including but not limited to the cost of new parts and shipment of products or parts from us to Buyer. Beyond the guarantee period machine, Layson will provide maintenance service and technical support (Hardware and other possible charges, Layson will not bear the responsibility)	

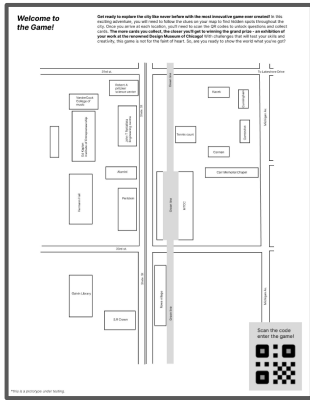
Financial Estimates

Chicago residents ages 25-45:	1,000,000
Est. Reach	<u>30% x</u>
Total # of people exposed to the kiosk	300,000
Est. Interactions % (based on prototype 3)	42% (16/38)
Est. Interactions	126,000 (42% of 300,000)
Est. Referrals	5%
Total Reach	132,300 (126,000 + 5%)
Kiosk	\$4,695 (\$939*5)
General Expenses (Shipping, Taxes, Admin, etc.)	<u>\$3,000 +</u>
Total Expenses	\$7,695
Cost/Reach Ratio	\$7,695 / 132,300
Total Cost Per Person (Reach)	\$0.06

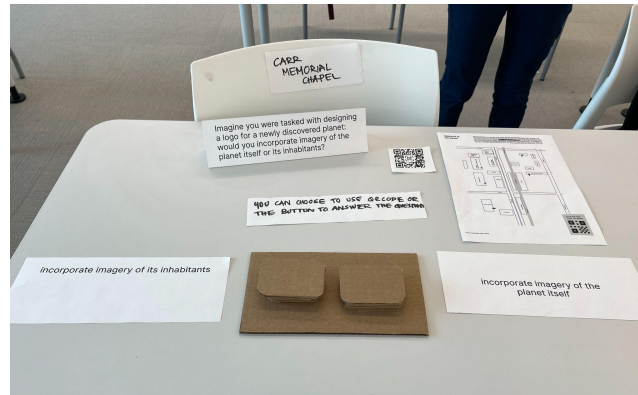
Prototype 1 - Paper Prototype

Visit spots and design quiz - Ideation

1. Pick up a map



2. Find a game location

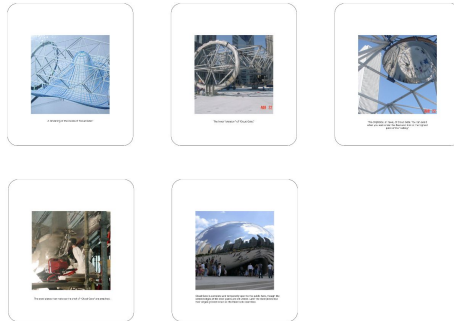


3. Answer a design-related quiz



Prototype 1 - Paper Prototype

4. Visit other game locations to collect all the cards



5. Bring the cards to DMOc and display it on the wall



Prototype round 1 – Findings

Need an incentive/objective

“It needs some incentives or objective to actually make themselves visit the location and continue the activity.”

Reason for the locations

“Why would I go to the locations just to press the button? Why can't I do it here?”

Make it more memorable

“If I have some relevant information, like my name and date collected on the card, it would be much more memorable.”

I would like to take some cards back home.”

Questions are fun

Discovering the game as you go is fun

Discussing the question was the fun part

Having a question and options are fun

Physical interactions are fun

Physical buttons are easy.

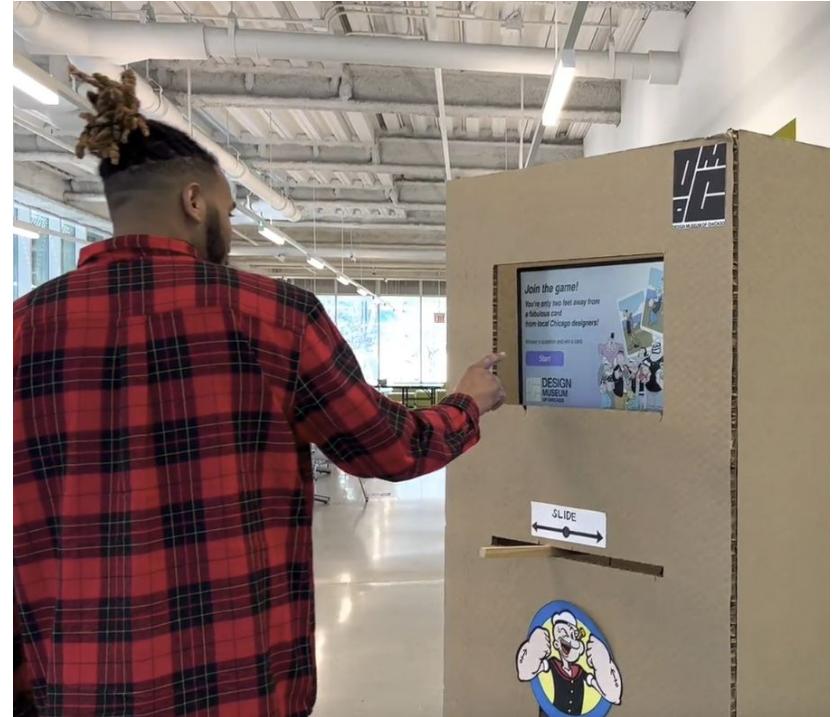
Prototype II - Passive Experience

Interactive Kiosk

Our goal was to validate:

- Whether people would interact with the Kiosk
- Whether people are noticing DMoC or Design

[Test Video](#)



Prototype round 2 – Findings

- 1) **Travel** – Traveling to collect the cards implied a big commitment.
- 2) **Dissonance with the design** – Either due to the absence of a phone or their disregard to the QR code, users in the building did not engage with the QR code, thus they did not see the story behind the design.
- 3) **DMoC's brand visibility** – People were too engrossed in the game and the cards. We need to highlight DMoC's brand and vision in a more memorable way.

1) **Engagement & Interaction** – People wanted to interact with the kiosk for various reasons; sounds, presence in a physical space, curiosity of Popeye's story and graphics.

2) **Collecting Cards** – Receiving a card from the kiosk was a delightful reward and participants were curious about the information that went in the card.

Prototype III

Targeting non-design participants

Our goal was to validate:

- Whether people are thinking about Design
- Whether participants would continue to seek other Kiosks
- The emotional outcome of the participants

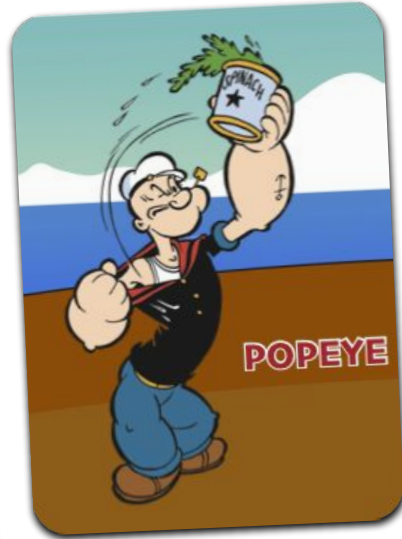


Prototype round 3 – Findings

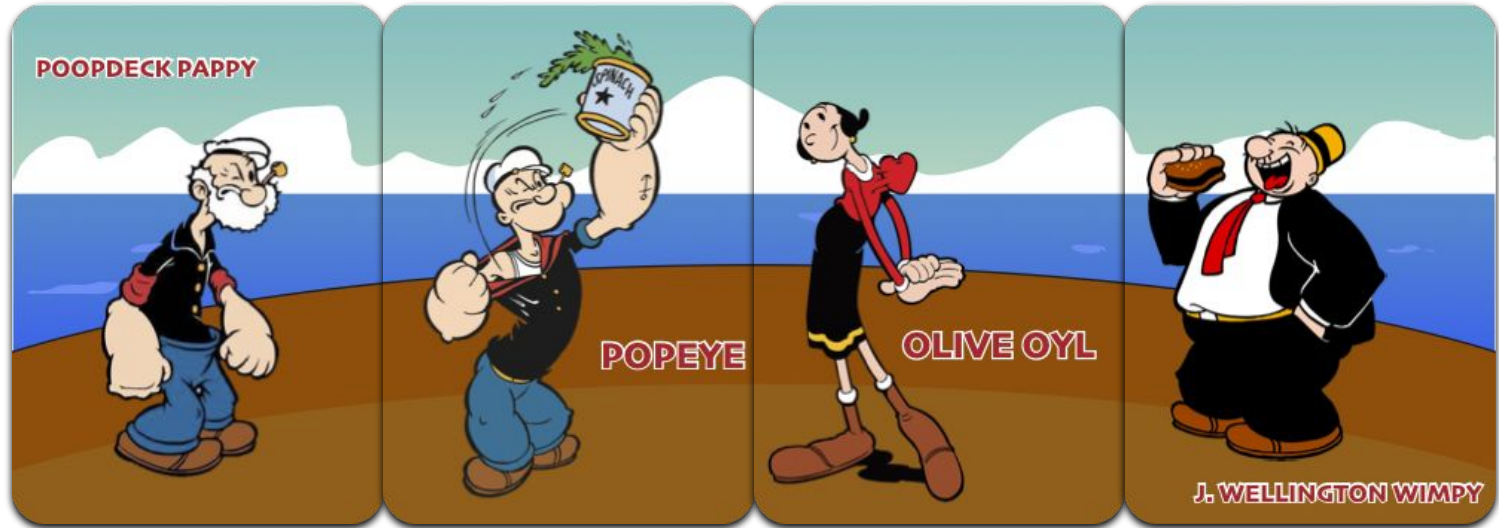
- 1) **Unclear instructions** – Participants didn't know that each kiosk only produces one card design. Some participants played it more than once.
- 2) **Excessive attention on the cards** – Some participants were too excited about the cards, they were not mindful when answering the design question.

- 1) **Engagement & Interaction** – People wanted to interact with the kiosk for various reasons; color, unusual presence, wanted to collect the cards.
- 2) **People reflected about design** – “I never thought about the design of a potato peeler, so it was interesting”
- 3) **People are more likely to visit other Kiosk** – “I wanted to get all of them. I would collect the other cards in the other places.”

Collectibles



Collectibles



Design questions tailored to the exhibition

Answer it and win a card!

Which peeler is more comfortable to use?



Answer it and win a card!

Why is the Chicago "L" train called the "L"?

Because it was built by Mr. Lynch

Because it was the first elevated train in Chicago



Prototype round 3 – Findings

4) Increased engagement with our QR code

5) Increased traffic to DMoC's website

Visits

Mar 21–Apr 19, 2023 • 4,440 Total **-18% mo/mo**

Daily ▾

