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?
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”
“I will go to the Museum if I was suggested by friends”

“DMoC does not appeal like a museum”

Be inviting
What did they say?

“I will go to the Museum if I was suggested by friends”

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“I want to learn in what context and why the things were made”

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Be inviting

Use storytelling as a tool
What did they say?

“I will go to the Museum if I was suggested by friends”

“DMoC does not appeal like a museum”

“I want to learn in what context and why the things were made”

“I don’t really look things up online beforehand. I like to be surprised once I get there”

Be inviting

Use storytelling as a tool

Entice

Enter

Engage

Exit

Extend
What did they say?

“I will go to the Museum if I was suggested by friends”

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- Be inviting
- Use storytelling as a tool
- Have a surprise element
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“The power of design is great, but not many people realize the benefit of design yet”

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Extend
"I will go to the Museum if I was suggested by friends"  
"DMoC does not appeal like a museum"

"I want to learn in what context and why the things were made"  
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"The power of design is great, but not many people realize the benefit of design yet"

Be inviting  Use storytelling as a tool  Have a surprise element  Bring awareness to the power of design

Entice  Enter  Engage  Exit  Extend
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Design Principles

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<th>Be inviting</th>
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<th>Have memorable interactions</th>
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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
At Kaplan Institute
6 People interacted
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

- Pre-visit
- Passive experience
- Continued Exploration
- Museum Visit
- Post-visit
I heard some fun going on outside.
I heard some fun going on outside.
I heard some fun going on outside.

[There is] just one question.
Pre-visit experience
Passive experience

Pre-visit

I heard some fun

question going on outside

[There is] just one

the attractions

[the cards] got all

of the city

Passive experience
[The cards] got all the attractions of the city

I heard some fun going on outside

[There is] just one question

Passive experience

Continued Exploration

Pre-visit
I heard some fun going on outside. [There is] just one question. [the cards] got all the attractions of the city. Yeah, I saw the [DMoC logo].
Pre-visit

Passive experience

Continued Exploration

Museum Visit

I heard some fun going on outside.

[There is] just one question

[the cards] got all the attractions of the city

Yeah, I saw the [DMoC logo]
Pre-visit

Passive experience

Continued Exploration

Museum Visit

I heard some fun going on outside.

[There is] just one question.

[the cards] got all the attractions of the city.

Yeah, I saw the [DMoC logo].

I think it was cool.
Our Prototype

I heard some fun going on outside.

[There is] just one question.

[The cards] got all the attractions of the city.

Yeah, I saw the [DMoC logo].

I think it was cool.
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”
Museum Visit Stage

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

- Pre-visit
- Passive experience
- Continued Exploration
- Museum Visit
- Post-visit

Surface-level understanding of design → Deep understanding of design
## Our Solution – Framework

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<tr>
<td>● Color</td>
<td>● Design question</td>
<td>● Special cards</td>
<td>● Series of questions</td>
<td>● Year on the card</td>
</tr>
<tr>
<td>● Sound</td>
<td></td>
<td>● Kiosk experience</td>
<td>● Design stories</td>
<td>● Unique experience</td>
</tr>
<tr>
<td>● Collection</td>
<td></td>
<td></td>
<td>● Exhibition</td>
<td>● Discussion with friends</td>
</tr>
<tr>
<td>● Physical</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What is design?  
I've heard about design.  
For me design is ..... a powerful tool!

Journey development

4 Iterations of the Kiosk

Team Wombat | Multi disciplinary prototyping | Spring 2023
Today

What is design?
In 5 years

Design is around me!
Appendix
Costs

Kiosk: $939/unit

Team Wombat | Multi disciplinary prototyping | Spring 2023

http://www.layson-lcd.com/
**Financial Estimates**

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

Our goal was to validate:

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

POOPECK PAPPY

POPEYE

OLIVE OYL

J. WELLINGTON WIMPY
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