



**HOW MIGHT WE UPDATE
THE CONCERT EXPERIENCE
FOR MELODY INN CUSTOMERS?**

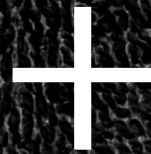


**HOW MIGHT WE
INTERPRET THE OWNERS
PERSPECTIVE
INTO THE CONCERT
VIEWING EXPERIENCE?**

OWNER-MAP INTERACTION



FOCUSED
QUESTION
PROMPTS



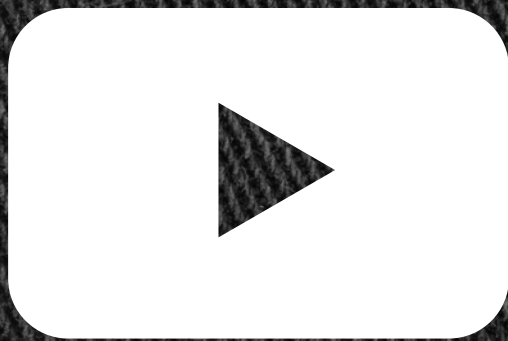
FENG SHUI
MAP



TOOLS



NOTEPAD
& PEN



CAMERA
& VIDEO

TEAMWORK





STAGE

BOOTHS

BAR

GARDEN



FINDINGS

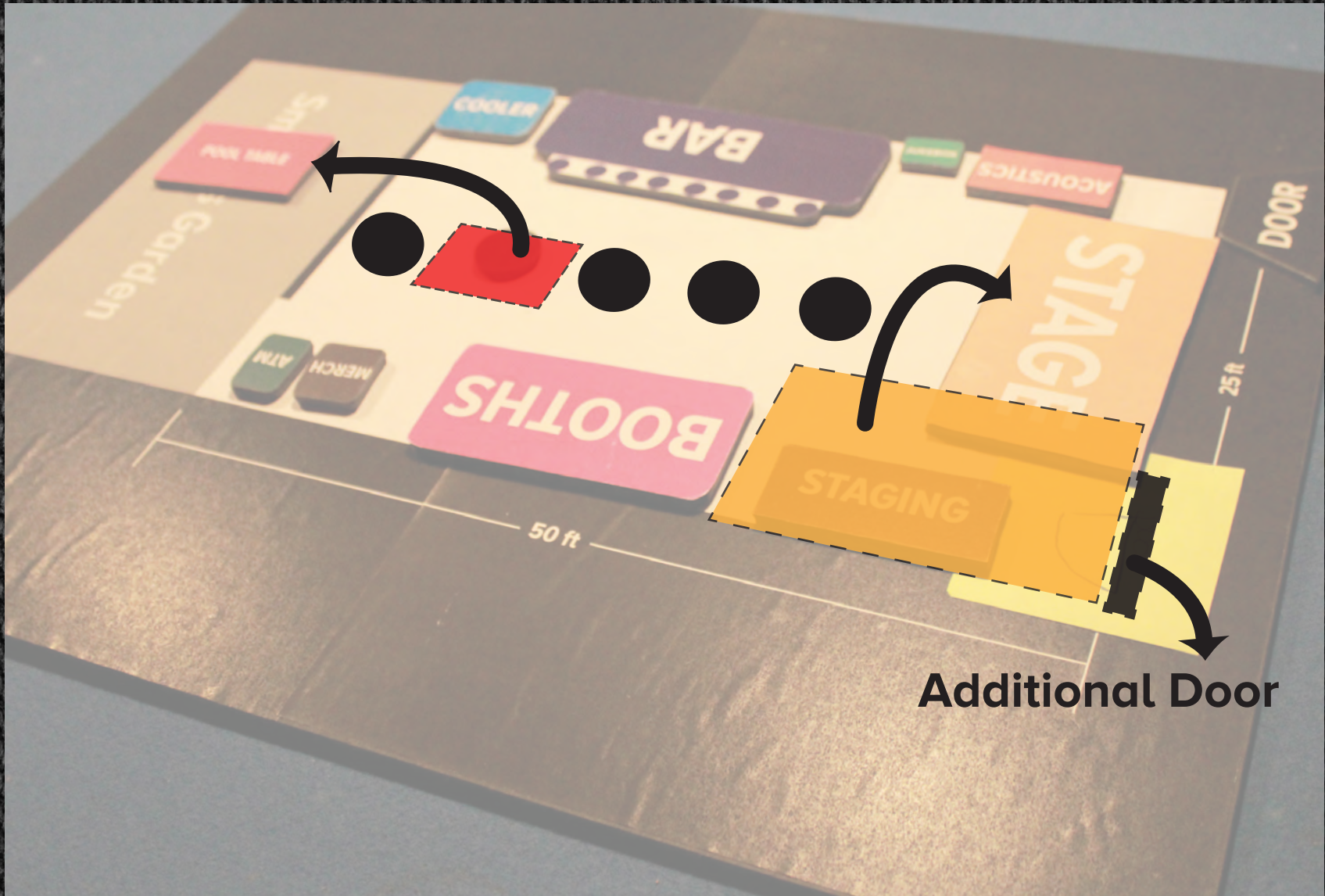


BAR AND BOOTHS
IMMOBILE

ARCADE
LOUNGE

SPEAKER LAYOUT
OPTIONS

STAGE
POSITION

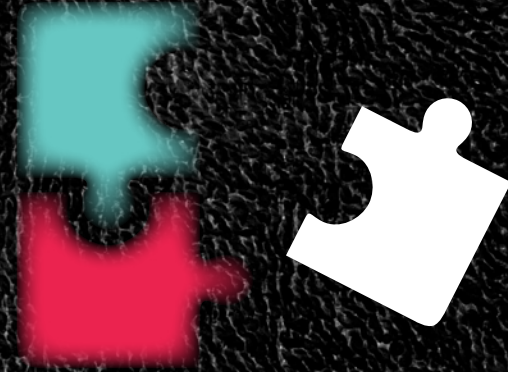


Additional Door

REFLECTION ON FINDINGS



**NEED TO PUT
OWNERS IN PATRONS
PERSPECTIVE**



**ADDITIONAL
MAP PIECES**

ARCADE
SPEAKERS
DOOR
TALL TABLES

METHOD REFLECTION

**TACTILE QUALITIES
EASED USAGE**



**CREATED SERIOUS
REFORMATTING
CONVERSATION**



**HOW MIGHT WE IMPROVE
WAYFINDING FOR
BAR PATRONS?**

SIGNAGE

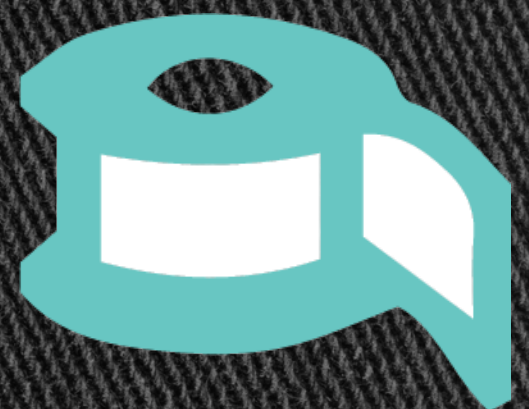
EVALUATION AND HANGING SEESION

AESTHETIC
CRITIQUE



GUIDED
HANGING

TOOLS



**HAND-MADE
SIGNS**

**PAINTERS
TAPE**



UN DEPT.

FUCK ENYA

ELVIS PRESLEY

ELVIS

ELVIS

3.50

5.00

6.50

4.00

5.25

2.00

4.75

5.00

0

GUN DEPT.

FUCK
BORN

ELVIS PRESLEY BLVD

EXIT

Melody Inn

WORAN



MELODY1 MELODY1 MELODY1

www.melodyindy.com
www.melodyindy

WAILERS

Disney

FALLOUT SHELTER

ELVIS PRESLEY BLVD

EXIT

LADIES

The Canal

Restrooms

Restrooms

Apostle of Solitude

BLACK CAT REBELLION

DUDE MAN BRO

Do Not Mosh

Ladies

PEOPLE I WANT TO PUNCH IN THE FACE





SMOKER'S
GARDEN



EXIT

FUCK
KNIGHTS



Available at
www.gardens.com





PBR
LOUNGE

↑
D BR
LOUNGE

Pabst

WATCH
STEP

BUFFALO
WARRIORS
PRICE
FALL
HUSTLE

PULL
ANGUL
DO NOT



SPECIAL

FIREBALL



CINNAMON WHISKY



TH!!!

THE APPARITIONS
www.wereheapparitions.com

ANGELVILLE
Up on the walls

NAKED

THESE CITY LIMITS

WHISKEY BROTHERS
www.whiskeybrothers.com

BLACK PYRAMID

THE PANTY LINERS

NAPTOWN ROLLER GIRLS



STEP DADS



FEVER



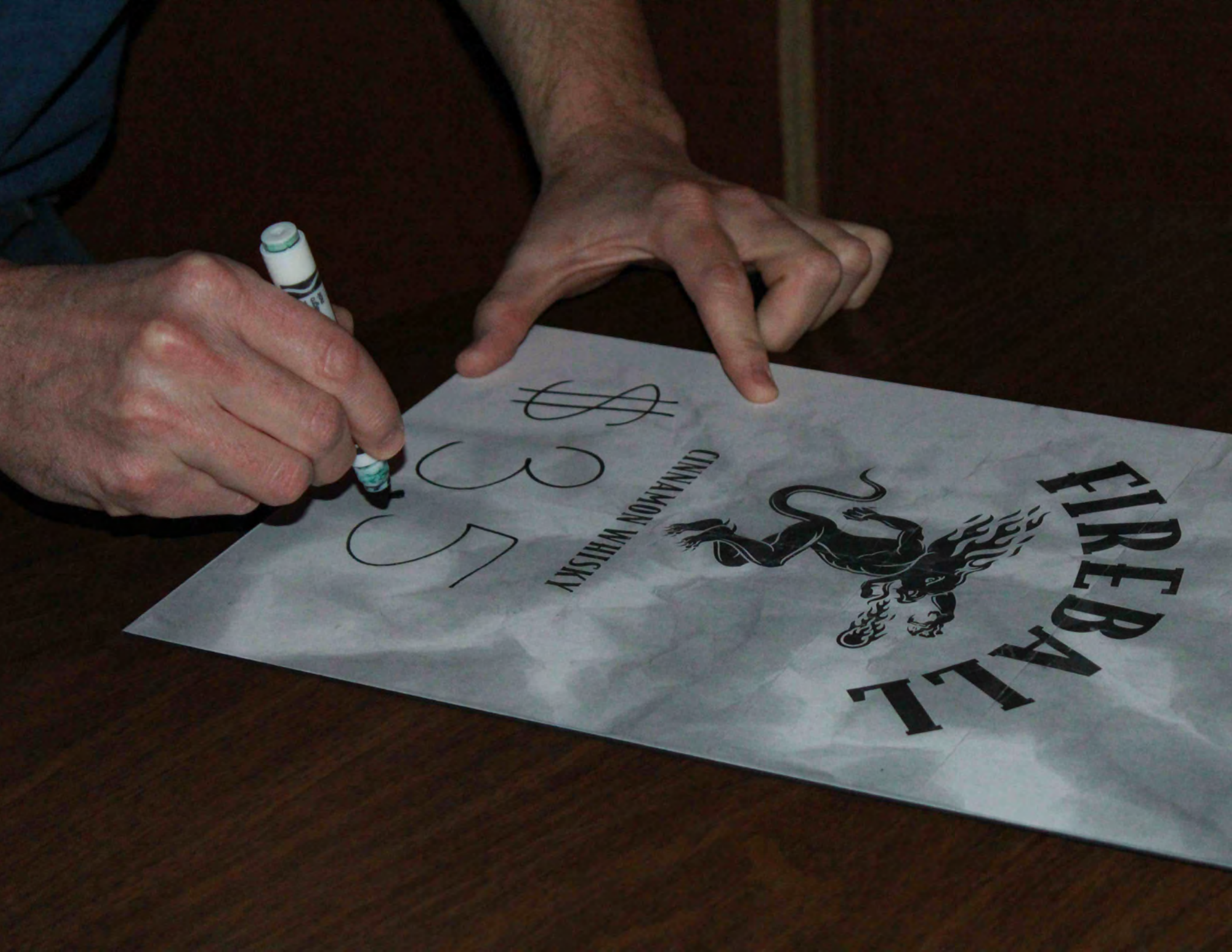
THE BRUTES

March on Washington
END THE WAR
ON IRAQ!
Sept. 24



Chris Chris





\$

CINNAMON WHISKY



FIREBALL

35

METHOD FINDINGS



**SMALL-ISH
FOR SPACE**

WATCH
STEP
↓

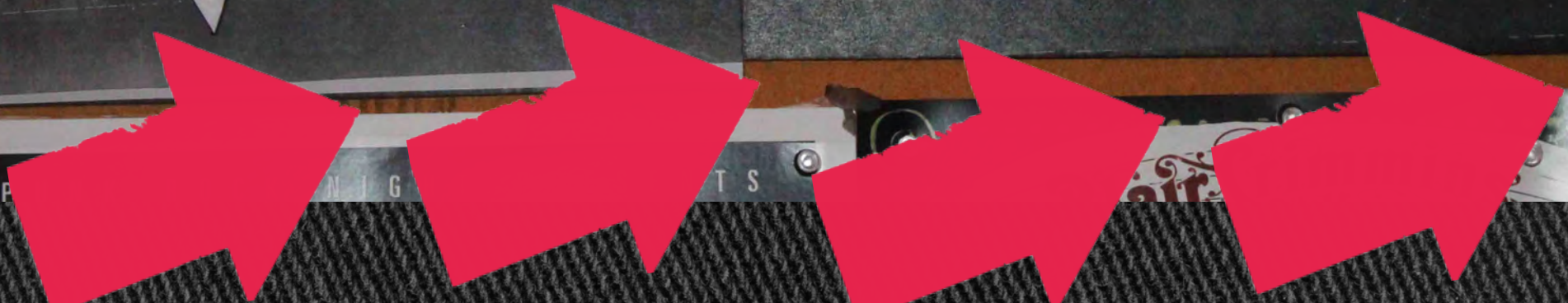
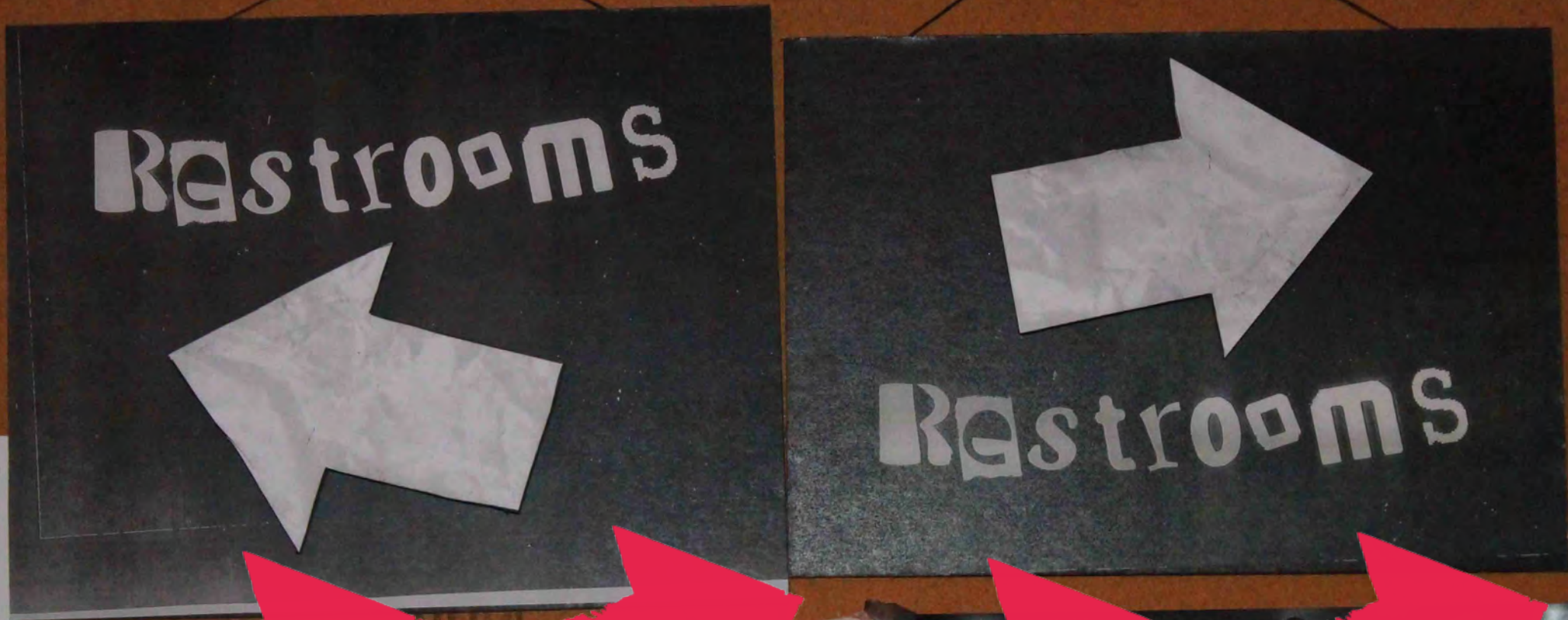
**DBR
LOUNGE**

METHOD FINDINGS

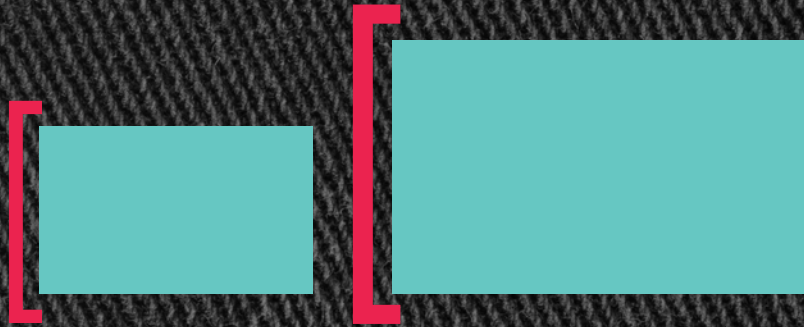


METHOD FINDINGS

**ARROWS FACING
ONE WAY**



FINDINGS REFLECTION



**LARGER
SIGNS**



**FINAL VERSION
NEED DURABILITY**



**ARROW
FORETHOUGHT**

METHOD REFLECTION

**OWNERS DECIDED
SPECIFIC PLACEMENT**



**QUESTIONS SHOWED
MISSED OPPORTUNITIES**



**HOW MIGHT WE CONNECT
THE MELODY'S
HISTORIC PAST WITH IT'S
DIVE BAR PRESENT?**

TOOLS



PARTICIPATION

SHEET + DISPLAY

SCALED

POSTER

WILLING
PARTICIPANT



\$4

Time Flies
When You're Having Fun

WILD
TURKEY
101

DICKERS

3 30 40 50



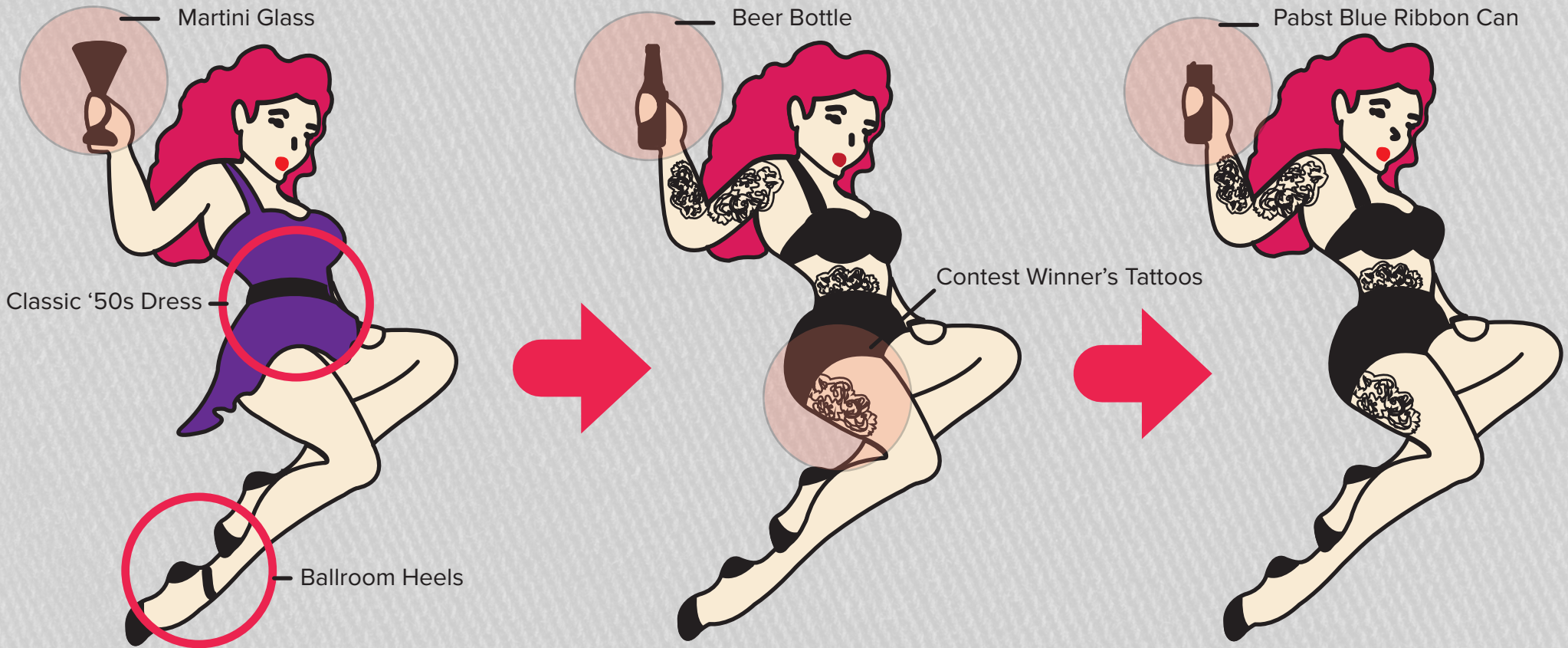




LOGO CONTEST
TATTOO MISS MELODY

INTERACTION
DEMONSTRATION

FINDINGS



● **ENJOYED**
TEAR-OFF CONCEPT

● **UNWILLING**
TO CHANGE MAIN LOGO

● **TALL CAN**
NOT BOTTLE

**REFLECTION
ON FINDINGS**

**USE AS
ALTERNATE LOGO**

**IMPLEMENT
TEAR-OFF'S FOR
OTHER THINGS**



METHOD REFLECTION

AMBIGUITY

ALLOWED SIMPLE REPURPOSING

IMPLEMENT

TEAR-OFF'S DISPLAY
FOR OTHER IDEAS



**HOW MIGHT WE
OPTIMIZE WEBSITE
NAVIGATION + CONTENT?**



NAVIGATION + CONTENT

CARD SORTING GAME

METHOD TOOLS



NAVIGATION
CARDS



CONTENT
CARDS



MEDIA
CARDS



CONTENT
ABOUT

CONTENT
PHOTOS

CONTENT
PHOTOS

CONTENT
THE MELODY INDY INTRODUCTION

CONTENT
DRINK MENUS

CONTENT
SHOW CALENDAR

CONTENT
HOW TO BOOK A SHOW

CONTENT
BOOKING FORM

HOME
TAKES YOU TO:
melodyindy.com
What should they see first?





EVENT BRAND

EVENT BRAND

TWITTER BUTTON

TWITTER WIDGET

FACEBOOK BUTTON

FACEBOOK WIDGET

INSTAGRAM [IN.]

FILL ME [IN.]

CHECKING FORM

HOW TO

PHONE NUM

MAP &



METHOD FINDINGS

**CONTENT WITH
CURRENT SITE**



**UNAWARE OF
CONTEMPORARY
TECHNOLOGIES**

METHOD FINDINGS



**MORE OPEN TO
SOCIAL MEDIA**

**WILLING TO ADD
TO ONLINE HISTORY**



FINDINGS REFLECTION

BUDGETARY
CONSTRAINTS



SOCIAL MEDIA
TARGETED GAME

METHOD REFLECTION

TACTILE QUALITIES
MADE ORGANIZATION
ACCESSIBLE



ABOUT

TAKES YOU TO:
/about

What should they see first?

BACKSIDE TOO
INTIMIDATING



HISTORICAL REFRAMING

**PICTORIAL
CARD GAME**

**DOCUMENT
HISTORICAL ITEMS**



MELODY INN **HISTORY**

Tell us the history of this guitar

MELODY

11-07 INDIANA
MELODY1
48