

MELODY

LNN

OPPORTUNITY STATEMENT:

**HOW MIGHT WE LEARN**  
WHAT PATRONS THINK OF THE  
MELODY INN?



# POPULAR MEDIA SEARCH

## → ONLINE ANALYSIS

- To read reviews and gain insight into their online presence
- Defined categories for our interview data collection tool.

# Melody Inn

★★★★☆ 42 reviews

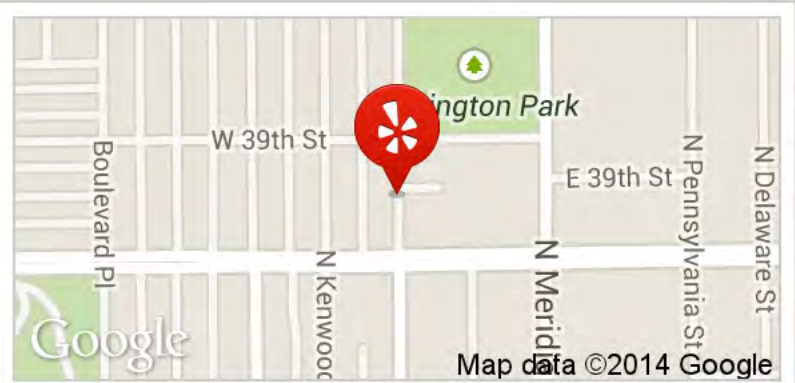
Details

★ Write a Review

Ad

\$ · Dive Bars, Music Venues

Edit



3826 N Illinois St  
Indianapolis, IN 46208

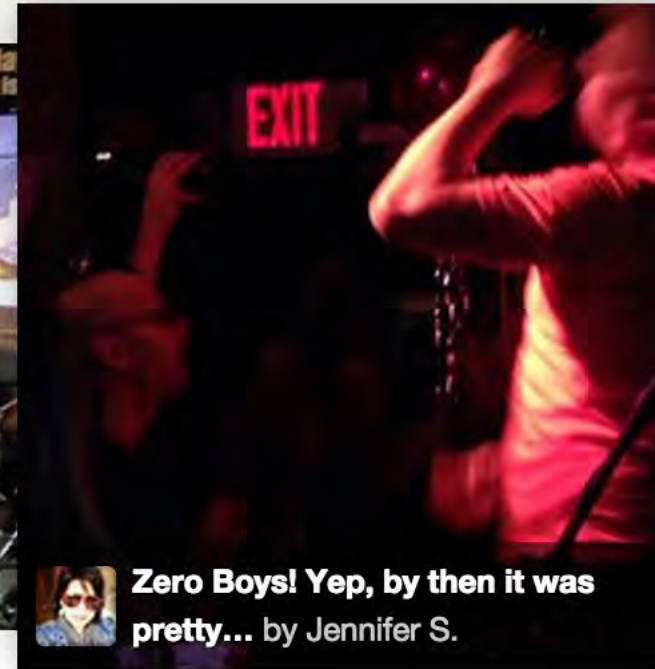
Edit

Get Directions

(317) 923-4707

Message the business

melodyindy.com



Zero Boys! Yep, by then it was pretty... by Jennifer S.



"It's a great place to see the best in local **musicians** in an intimate atmosphere." in 13 reviews

Music: Live



"I always try to make it to **Punk Rock Night** whenever I'm in town." in 8 reviews



"The best place for loud **rowdy** bands." in 5 reviews

Price



Kate G. said "What a great local hangout! The arcade has some nice classics as well as some newer motion-detection games, and the staff is always..."

## Recommended Reviews

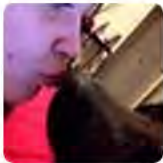


Yelp Sort Date Rating Elites

English 42



Your trust is our top concern, so businesses can't pay to alter or remove their reviews. [Learn more.](#)



**Tristan C.**  
Indianapolis, IN

9 friends

2 reviews

3/9/2014

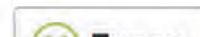
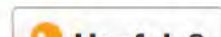
My favorite bar.

Friendly staff, generous pours. I can accomplish what I need to on \$30 or less. The Beer Garden is awesome, mostly covered with lots of seating. The walls are smothered with art, posters, fliers, stickers, and lots of other stuff.

Colorful crowd. Mostly friendly, loud and rowdy, and sometimes strange... The silver lining when you encounter these people is that you have a great story to tell the day after. I even got to staple a dollar on some guy once. Gotta love the weirdos, they are the spice of life.

Punk, rockabilly, garage, metal and everything in between those hard to reach places can be found here. It's not for everyone, but that's cool because it can get pretty crowded in there! Love this place!

Was this review ...?



## Hours

Mon  
Tue  
Wed  
Thu  
Fri  
Sat  
Sun

[Edit business hours](#)

## More b

Accepts  
Parking  
Bike Park  
Wheelch  
Good for  
Good for  
Ambienc  
Noise Le  
Music L  
Good Fo  
Alcohol  
Happy H  
Best Nig  
Coat Ch  
Smokin

- (17) Beer Garden IIII IIII
- (18) Lots of seating IIII
- (15) Colorful crowd IIII III
- (15) Variety of music IIII IIII IIII genre + location
- (9) Art IIII IIII split on walls
- Not for everyone III
- Felt safe IIII comfortable
- Local brews IIII craft
- (13) Typical Dive bar IIII IIII IIII well

- (6) Versatile Drink Selection IIII
- ~~Authentic Interpretations III~~
- (6) Loud music / environ. IIII
- (10) Local love IIII IIII beer music
- Chill
- Dance room
- (10) PBR IIII IIII

← layout  
9

What aspects did they not like?

- Acoustic environment II
- owners/in house sound guy not equipped II
- Bathrooms IIII
- Dusty IIII
- There's another room?
- Smoking IIII
- Too Cool
- Commercial brands on Tap rather than local

- Small stage IIII
- Homeless II
- Booths suck to watch show II
- Small bar II
- Back area bar removed from cash
- Area IIII



# PERSONAL INTERVIEWS

## → **FIRST FRIDAY/FOUNTAINSQ.**

- To gain a first hand account of local awareness of the Melody Inn, and insight into customer base.
- Varied demographic reflective of Melody patrons on any given night.

Have you ever been to  
the Melody Inn?

Yes

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No



Did you like it?  
Why? Why Not?



Good Experience



Bad Experience

Layout

---

Seating

X

Bands

✓ ✓ ✓

Smoking

✓

Drink

Specials

Acoustics

X

Events

✓ ✓

Jukebox

Staff

✓ ✓

Bathrooms

X

# FLY ON THE WALL OBSERVATION

## → OBSERVING THE COMPETITION

- To see their operations
- To find innovative ideas
- To see the kinds of clients they cater to

Harold



2

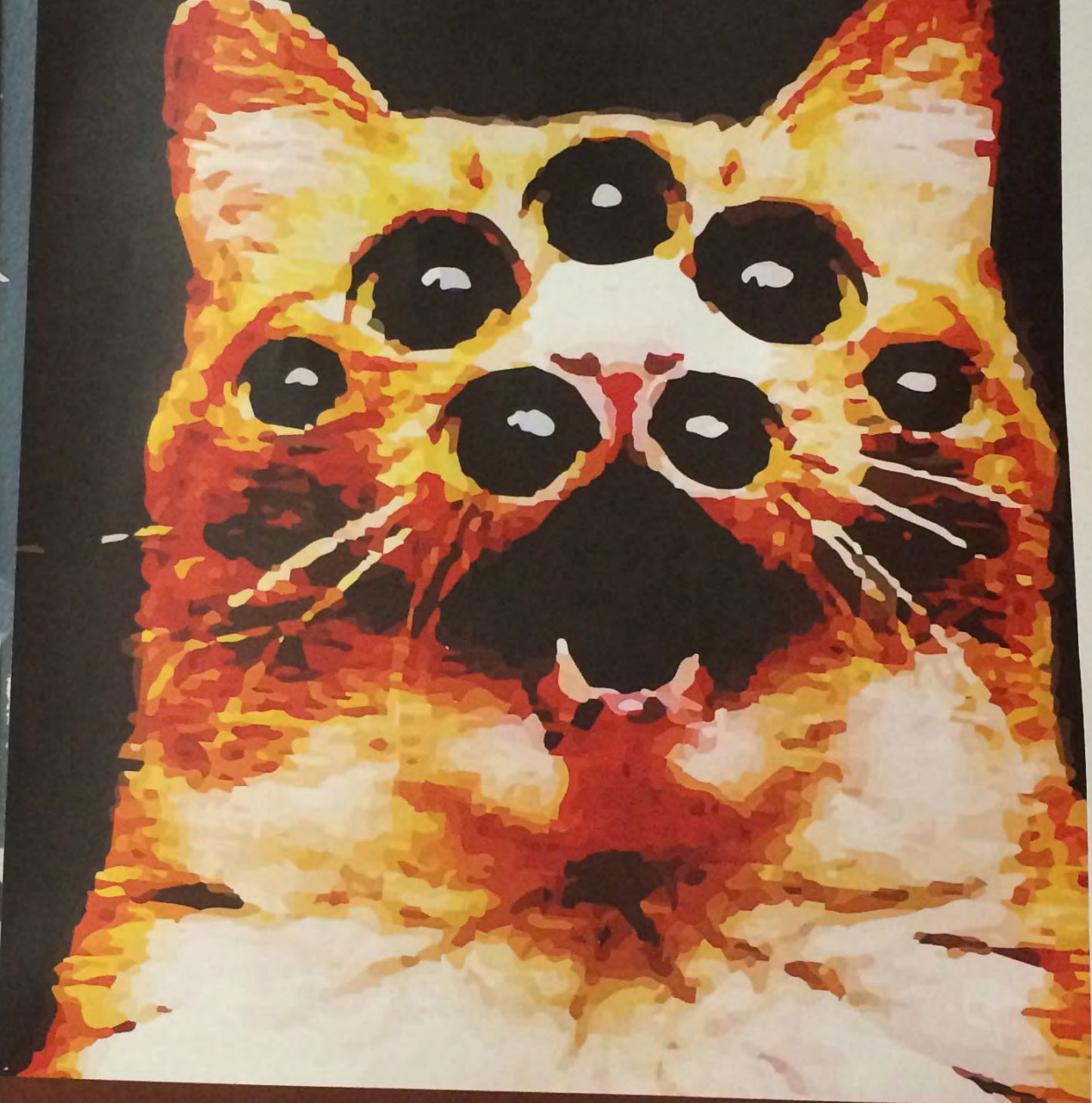


HY ARTS CENTER | 21+  
ATERY - ENTER OFF VIRGINIA AVE.  
TS.COM OR HIFIINDY.COM



NIGHT  
NCERT SERIES

LAND  
BONES



THE MELODY INN - 21+  
3826 N ILLINOIS ST, INDIANAPOLIS, IN 46208 - \$6 COVE



Presented by Brook

LUNCH INC

FUNKYARD

SLUTS

Every Month

THE GARDEN OF EDEN

CHANGING THE WAY WE THINK ABOUT SEX



THE GILBERT & SULLIVAN



BNLX



# REFLECTION & FINDINGS

## → POPULAR MEDIA SEARCH

- Analyzed online resources
- Guided our interview tool

## → PERSONAL INTERVIEWS

- Received many different reactions
- Customer base seemed willing to help

## → FLY ON THE WALL OBSERVATION

- Saw other live venues within the Murphy Building
- Gauged service, marketing, and acoustics

DID YOU EVER

NO !!

HAVE YOU EVER BEEN TO THE MELODY INN?

yes!

PERSONAL INTERVIEWS


YES!

|||||  
|||||

NO

|||||  
|||||

YES!

|||||  
|||||

NO

||

ONLINE REP.

YES!

173 tallies



HOW MIGHT WE SUPPLEMENT THE EXPERIENCE AT THE MELODY INN?

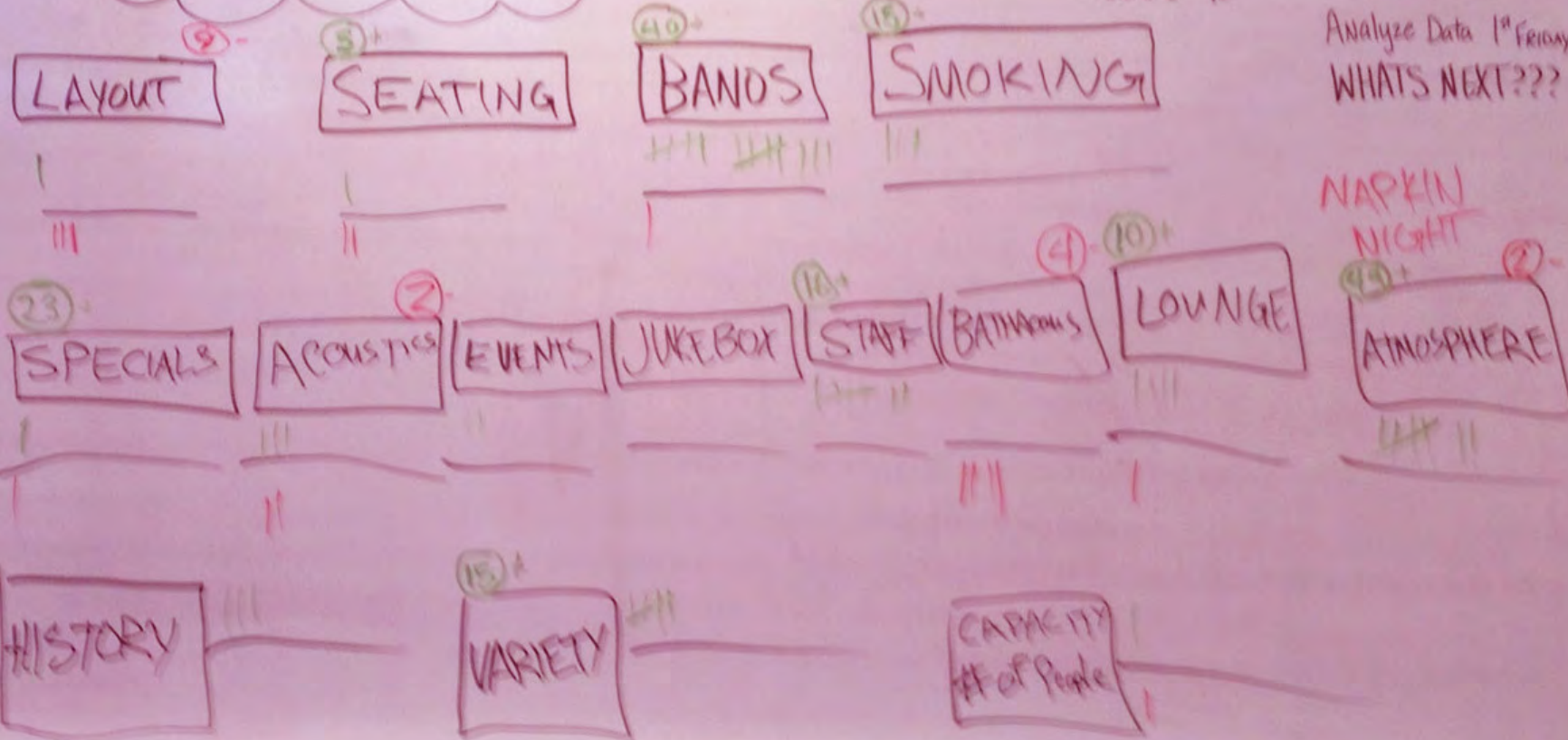
STARTS ON:

ANALYSIS Phase SEPT 10 4 weeks  
 SYNTHESIS PHASE OCT 13 5 weeks  
 EVALUATION PHASE NOV 17 3 weeks  
 FINAL PRESENTATIONS DEC 8<sup>th</sup> - 12<sup>th</sup>

TO DO:

Presentation

Analyze Data 1<sup>st</sup> Friday  
 WHAT'S NEXT???



NAPKIN NIGHT



# OUR NEXT DIRECTION

## → **RESEARCH THROUGH DESIGN**

- Refine data into visually impacting information
- Easily digestible and reflective of the Melody Inn aesthetic

## → **PROPRIETOR WALKTHROUGH**

- To share research findings
- For their thoughts, insights, and limitations

