

MELODY

LNN



CHALLENGE STATEMENT:

**HOW MIGHT WE**  
AMPLIFY THE BAR AND  
BUSINESS OPPORTUNITIES  
AT THE MELODY INN?



OPPORTUNITY STATEMENT:

**HOW MIGHT WE INFORM**  
THE OWNERS OF OUR  
FINDINGS



# RESEARCH THROUGH DESIGN

## → SIMPLE DATA

- Helping the owners understand our findings.
- Finding more routes for our synthesis method.

## → ARTIFACT

- To create a document that gives us credibility as designers and exposing the owners to our vision



# LAYOUT

---

## ENVIROMENTS PEOPLE OBJECTS MESSAGES & SERVICES

Initially, our group used observational research as a tool to help acclimatize ourselves to the environment as well as make sense of the elements that make up the Mel.

We observed five main areas:  
People, objects, environments, messages, and services.

This categorization helped us to examine all of the elements separately as well as an integrated system.

---

## OUR DISCOVERIES

Through observation, we discovered that opportunity lies in the current layout of the Mel.

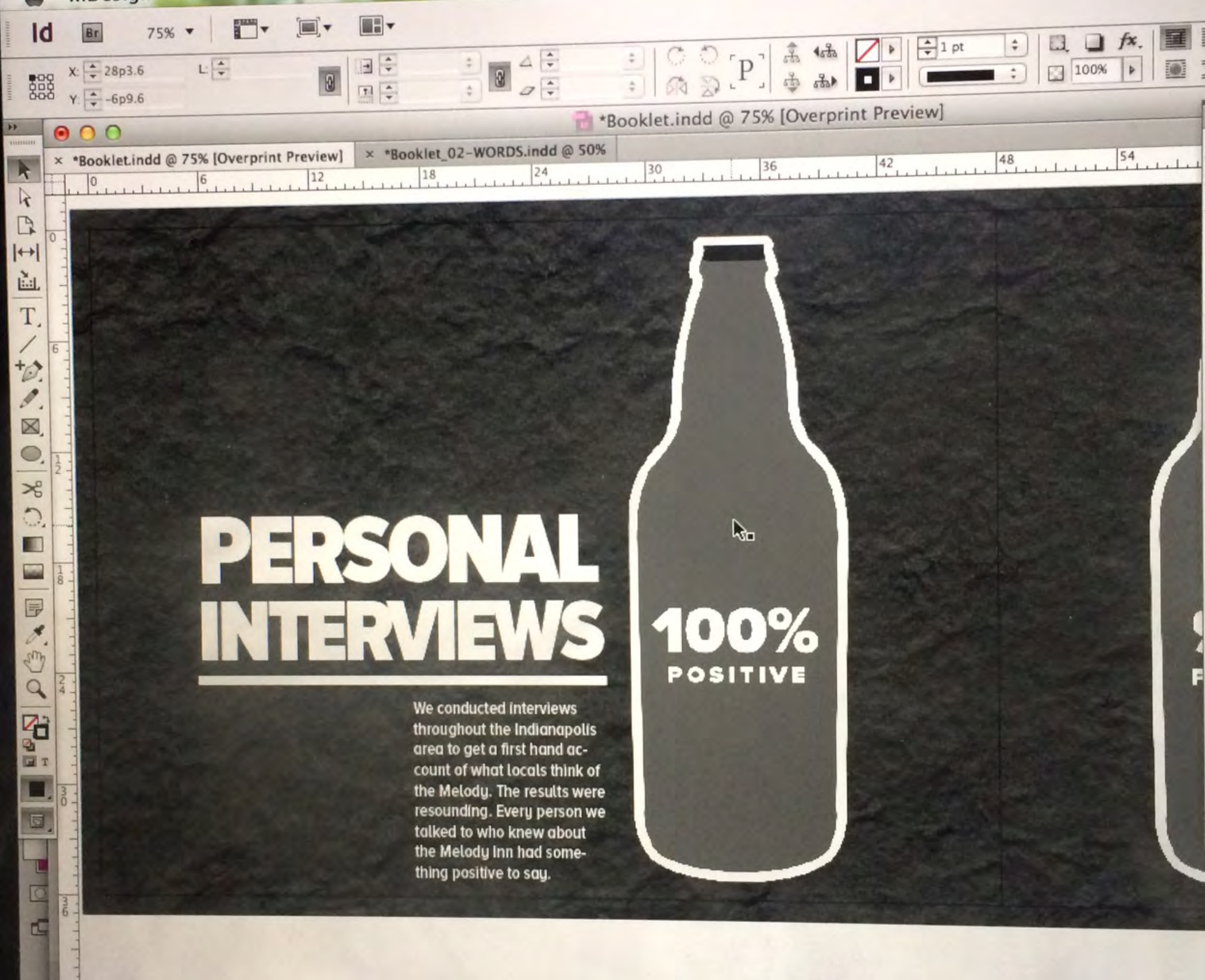
By addressing the current layout, there is opportunity to create a more efficient layout that would...



examination of  
, and interac-  
, contributes  
their physi-  
context. This  
ne individual  
t of the

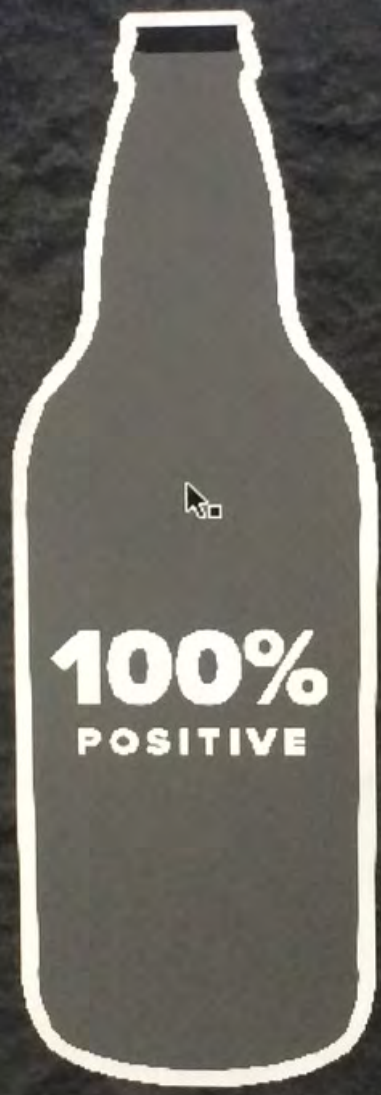






# PERSONAL INTERVIEWS

We conducted interviews throughout the Indianapolis area to get a first hand account of what locals think of the Melody. The results were resounding. Every person we talked to who knew about the Melody Inn had something positive to say.



**100%**  
**POSITIVE**



# OUR NEXT DIRECTION

## → PROPRIETOR WALKTHROUGH

- To share research findings
- For their thoughts, insights, and limitations
- Expose the owners to our booklet
- Easily digestible and reflective of the Melody Inn aesthetic



# REFLECTION & FINDINGS

## → **TIME CRUNCH**

- Able to publish something in under a week
- Worked in groups and remotely
- Fulfilled roles assigned through group

## → **SYNTHESIZED DATA**

- Visualized our data in a digestible form
- Walkthrough booklet simplifies our findings

## → **PROFESSIONAL ARTIFACT**

- Professional booklet lends us credence
- Something they would want to keep around



