

MELODY

LNN

CHALLENGE STATEMENT:

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

melody inn



→ SELECTED EXPERIENCE TOUCHPOINTS

- Obtaining information about upcoming shows.
- Locating services and amenities within the Mel.
- The concert viewing experience within the Melody Inn.



OPPORTUNITY STATEMENT:

WHAT MIGHT WE LEARN
THE OWNERS PERSPECTIVE
OF OUR FINDINGS

PREVIOUS METHOD

→ CREATED BRAND ANALYSIS BOOKLET

- Synthesized our cumulative research into a digestible form
- Booklet centered around opportunities that exist for the Melody Inn
- Findings included weakness in wayfinding, layout, and online presence



PROPRIETOR WALKTHROUGH

→ SHARE OUR **FINDINGS**

Brings the proprietor and the design team together to evaluate early ideas, providing actionable recommendations for improvements and building empathy between the designer and the proprietor.

WHAT WE DID WITH IT.

→ PROPRIETOR WALKTHROUGH

Brings the proprietor and the design team together to evaluate early ideas, providing actionable recommendations for improvements and building empathy between the designer and the proprietor.

→ OUR ACTIONS

- Brought book to owner to share insights
- Explained research as book was explored
- Reflected on major findings and their needs
- Recorded major points on paper



THE MELODY INN

AN ANALYSIS

AREAS OF OPPORTUNITIES

Throughout our research, we identified different areas of operation that would be most effective in amplifying the experience of the Mel.

PAWN

VISUAL IDENTITY

FLY ON THE WALL OBSERVATIONS

We were curious about what the competition is doing better or worse than the Mel, so we visited Joyful Noise and HiFi and acted as "flies on the wall". We unobtrusively gathered information by looking and listening without directly participating or interfering with the people or behaviors being observed.

OUR DISCOVERIES

Having an updated, unified visual identity creates the opportunity to have a clearly identifiable, familiar brand that the Mel's

LAYOUT

ENVIRONMENTS 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 use of the space to make watching music a more

PLA

HEADS

WHY WE DID IT.

→ PROFESSIONAL ARTIFACT

- Digestible information
- A takeaway artifact to be shared with other stakeholders (employees, customers)
- Object to generate discussion and ideas
- Gain credence with owner as designers

→ OWNER INSIGHT

- Gain his perspective on our findings
- Gauge his willingness to participate
- Help to refine our challenge statement
- Learn unexpected information

REFLECTION & FINDINGS

→ ONE ON ONE CONTACT

- Brought candid honesty, fostering idea generation and a personal relationship

→ DIFFERING VIEWS BETWEEN OWNERS

- Rob is more progressive in his ideas
- Dave wants to stay true to the roots of the Melody

→ NARROWED OUR CHALLENGE STATEMENT

- Areas of need as defined by research confirmed by Rob

→ SUPPLEMENTAL KNOWLEDGE

- Learned of \$20,000 grant for store facade

ROB

[PROGRESSIVE]

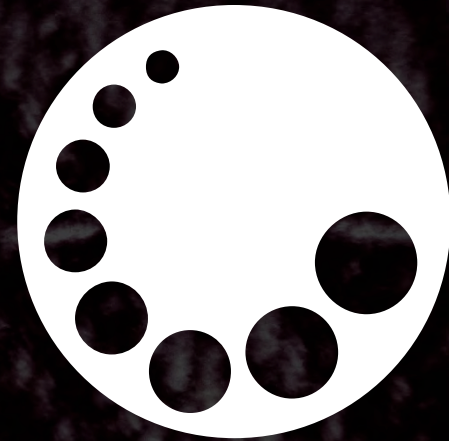


PROS: OPEN TO NEW OPPORTUNITIES, WILLING TO CHANGE

CONS: DANGER TO CURRENT FAN BASE

DAVE

[TRADITIONAL]



PROS: HISTORICAL VALUE, CONSISTENT DIRECTION

CONS: NO GROWTH, NO EXPERIMENTATION



HISTORICAL GRANT



\$20,000

WHAT WE WOULD CHANGE

→ **WRITING SPACE IN BOOKLET**

- By putting spaces to write in the booklet, we would have had an interactive tool for them to record their thoughts and ideas

→ **RECORDED CONVERSATION**

- To have for future reference

OUR NEXT DIRECTION

→ **CULTURAL PROBE**

- To define what punk rock is to the Melody Inn patrons
- For creating a visual aesthetic to use for branding

