



WAVE
MELODY
IN



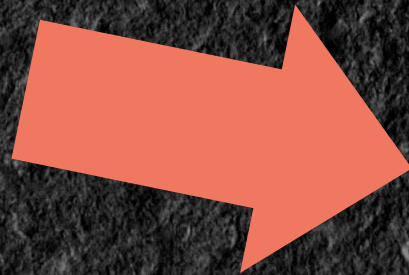
**HOW MIGHT WE UPDATE
THE CONCERT EXPERIENCE
FOR MELODY INN CUSTOMERS?**



OPPORTUNITY STATEMENT:

HOW MIGHT WE GAIN
INSIGHT INTO CUSTOMERS
AND DEVELOP USER PERSONAS

CULTURAL PROBE



“WHAT IS PUNK?”
BROCHURE

TO LEARN USERS
TASTE IN PUNK



REFINED

PROBE



PERSONALITY CENTRIC
QUESTIONS



DEVELOP
USER PERSONAS

[THIS IS A PROBE]

PLEASE

Take a moment

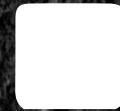
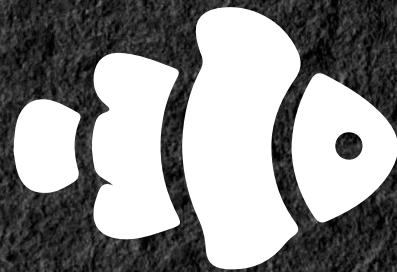
CLEAR
YOUR

MIND



Check

What kind of pet did you grow up with?



What kind of pet did you grow up with?



Social



Solitary



Independent



...



BROCHURES

BALL POINT PENS

\$40 00 USD

PROBING TOOLS









REFLECTION
& FINDINGS



THANK
YOU!

THANK
YOU!

apple?

What do you do with

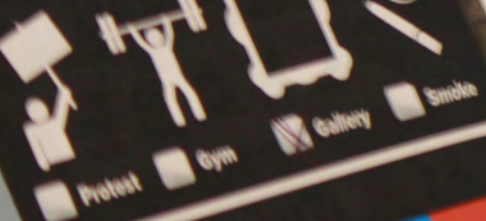


44%
BROCHURES
RETURNED



318
BOXES CHECKED

What do you do when you're not at the Melody Inn?



Pick a color, any color.



Check the hair you wish you had



DRAW US SOMETHING



Who do you like more, Microsoft or Apple?



What kind of pet did you grow up with?



What kind of shoes do you like to wear?



What's decorating your jacket right now?



NOT @ Mel?

PROTEST III

GYM II

GALLERY #

SMOKE #

Col

Hairstyles

Ducks III I

Howhawks III III III

The 'stache III

Clear III

Technology

Microsoft # III #

Apple # III III

Pets

Dogs #

Shoes

Combat Boots III III III

Stiletto heels III

DECORATE Your Jacket

Studs III III

Buttons # III III III

PATCHES #

SAFETY PINS # III

WHICH DO YOU USE

Twitter I

FACEBOOK # III III

Pinterest III

Instagram III

WOULD YOU RATHER?

Music # III III III

DRINK # III III

SKATE #

Pain + III

Letter style

Kidnapping # III III

Stencil # III III

Book-type #

Labelmaker #

Handstyle #

Calligraphy #

MEL
LAW

CHALLENGE STATEMENT
HOW MIGHT WE
SUPPORT THE EXT
AT THE MELODY INN?

OPPORTUNITY STATEMENT
HOW MIGHT WE INFORM
THE OWNERS OF OUR
FINDINGS

RESEARCH
THROUGH DESIGN

EXT
TION

17 Apple

15 Mowhawks
6 The

13 GALLERY

9 BIK
SCREEN

19 Dogs

22 FACEBOOK
LIPPST

12 Studs
18 Buttons

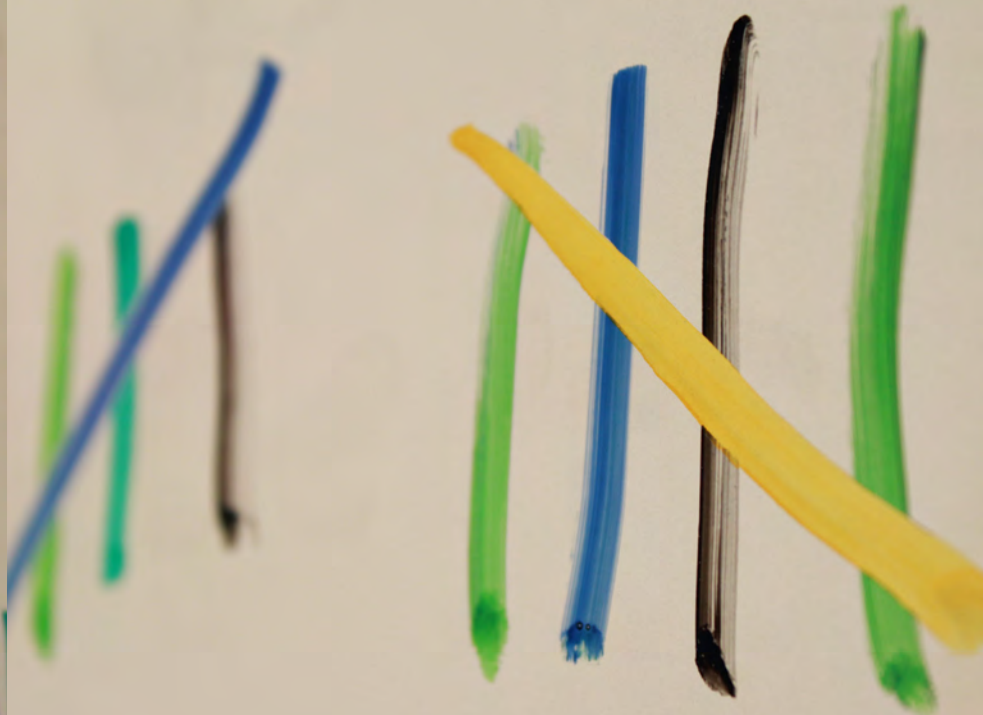
12 Kidnapping

19 Music
WOULD YOU

WHICH DO YOU USE MOST?

1 Twitter |||

2 FACEBOOK |||



data users of the
analogy preference
Leisure activities

insight into the concert experiences

WHAT WE WOULD CHANGE



BETTER OWNER
COORDINATION



REFINED
DEVELOPMENT



OUR NEXT DIRECTION

FENG SHUI MAP

Layout map of the bar with movable pieces



INDIANA
MELODY1
48