



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

OPPORTUNITY STATEMENT

HOW MIGHT WE  
**OPTIMIZE CONCERT VIEWING**  
AT THE MELODY INN



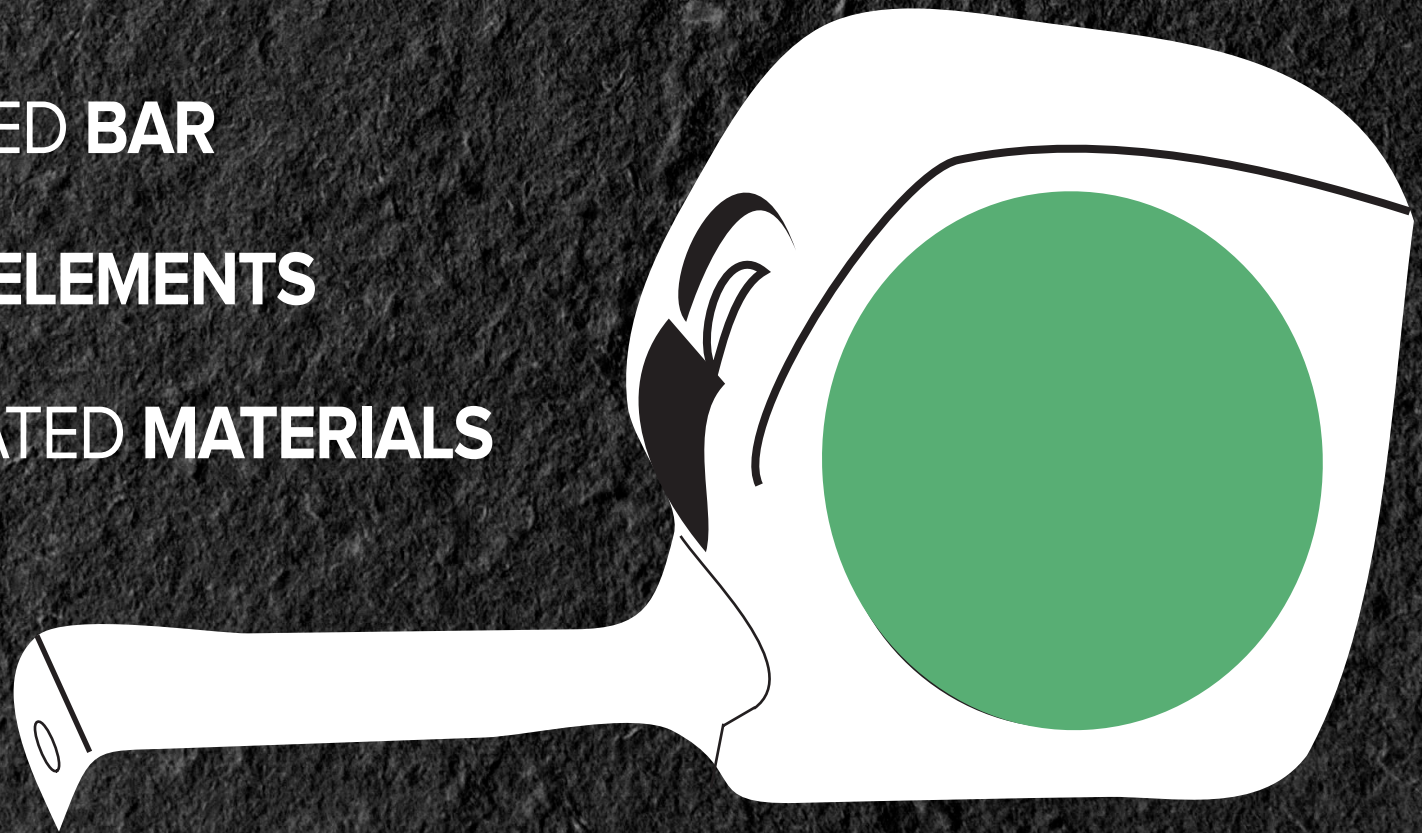
# FENG SHUI MAP

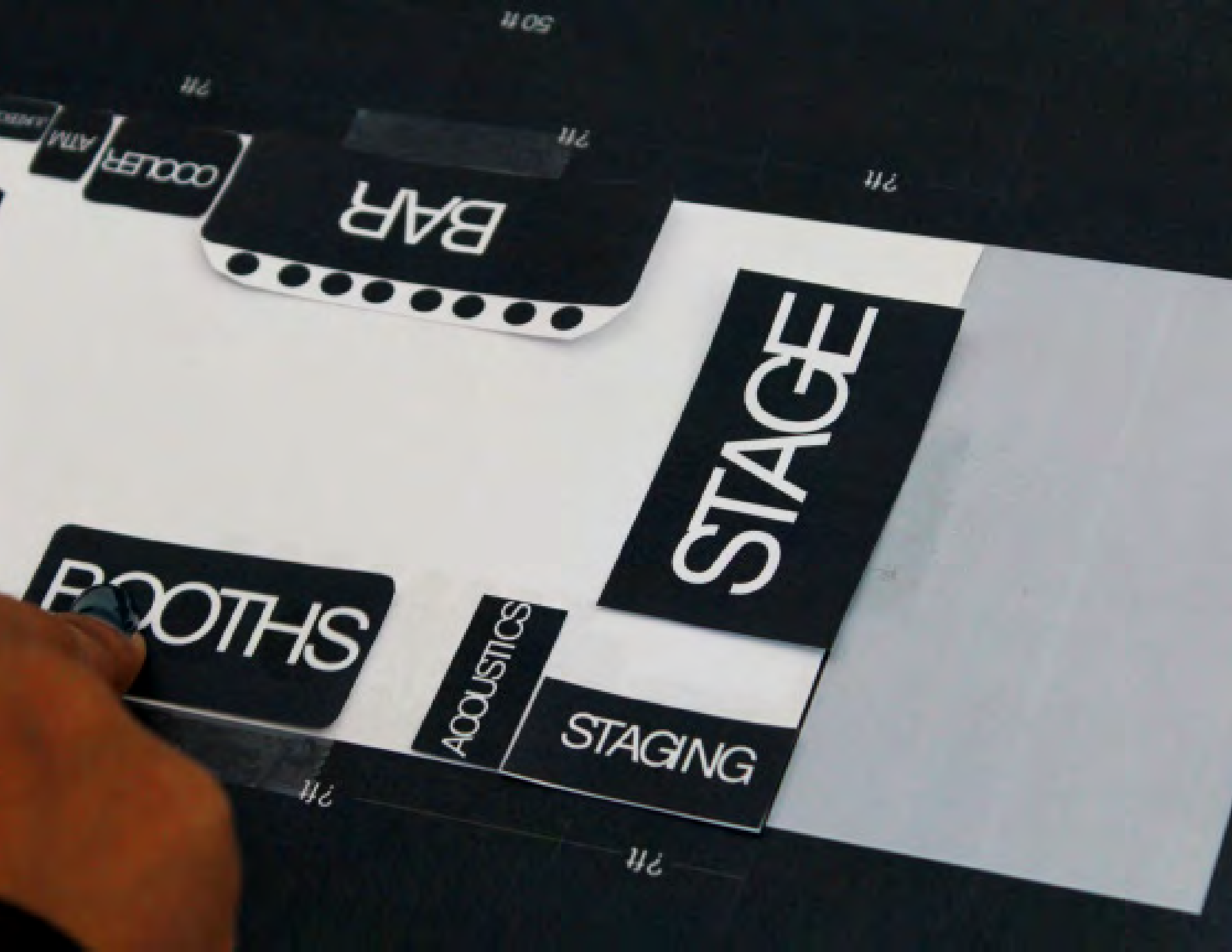
# MAP CREATION

MEASURED BAR

SCALED ELEMENTS

ILLUSTRATED MATERIALS





50 ft

2 ft

2 ft

2 ft

RESTROOM

ATM

COOLER

BAR

STAGE

BOOTHS

ACOUSTICS

STAGING

2 ft

2 ft

# REFLECTION

PROS

**LARGE FORMAT**  
**COLOR CODED PIECES**

CONS

**DRAFTING SKILLS**  
**ON THE FLY RECORDING**

# MAP PRODUCTION



**CUT PIECES**

**SOLIDIFIED ELEMENTS**

**TESTED MATERIALS**

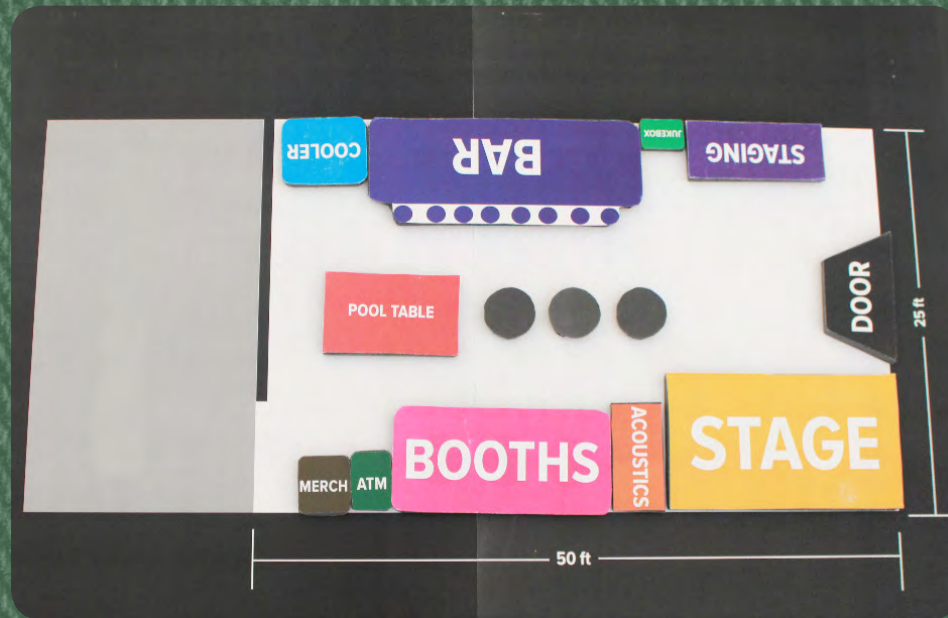




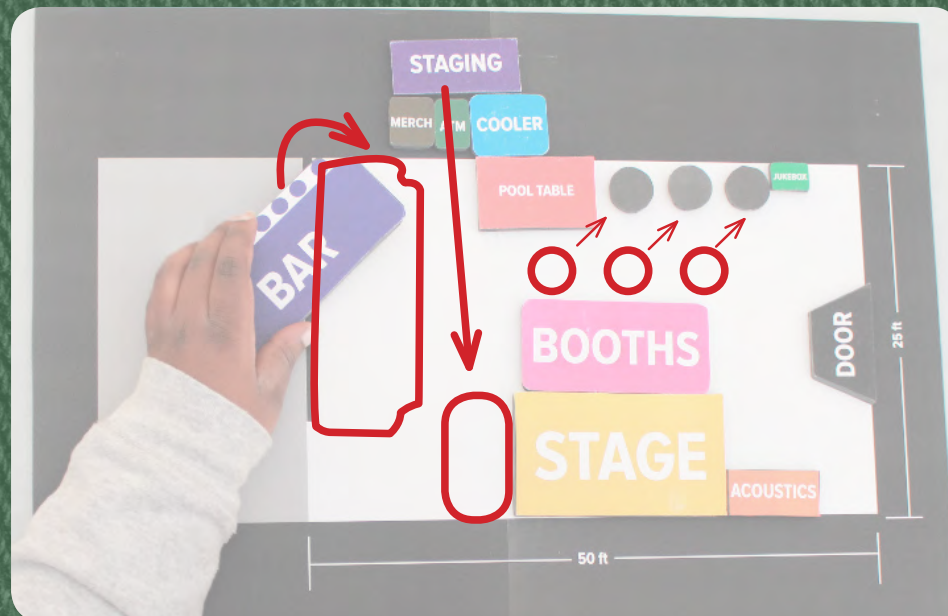
**COOLER**

**STAGING**

# Original Layout of Melody Inn



# Koren's Redesigned Layout



# REFLECTION

## PROS

**SOLIDIFY TOOL**  
**TEST BEFORE IMPLEMENT**

## CONS

**LACK OF OWNERS' INPUT**

**OUR NEXT**  
DIRECTION



**IMPLEMENT FENG SHUI**  
RESEARCH THROUGH DESIGN

MELODY

INDIANA  
MELODY1