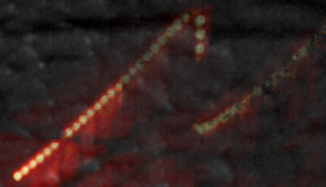


MELODY

INN



For the last five weeks, using various methods, we have conducted research on The Melody Inn to extract different forms of information about the business and for the next ten weeks we will be synthesizing that research into solutions.

# THE MELODY INN

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## AN ANALYSIS

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# INTRODUCTION

**WHO WE ARE** We are a group of five seniors in the Visual Communication Design program at Herron School of Art + Design.

**WHAT WE ARE DOING** The group has chosen The Historic Melody Inn as the business we spend the duration of our semester methodically researching with the goal of identifying opportunity areas within the business in order to help amplify its overall experience.

We use the word amplify because it's clear that, after 13 years and thousands of positive reviews, the Mel is a successfully run business. However, each opportunity is a chance to provide your customers with a better experience overall



# GOALS

## THE GOALS WE KEEP IN MIND

We have created this book by compiling each of our research methods and analyzing what it is that we did and what opportunities we discovered from them.

Each opportunity addressed has the goal in mind to amplify the overall experience at the Melody Inn.

Our goal is to clearly convey these opportunities in order to gain insights from the Melody Inn owners.

- Stay true to your vision as the owners
- Amplify different aspects of the experience
- Find viable updates to improve your communication with the customer



# PERSONAL INTERVIEWS

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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



**96%**  
POSITIVE

# ONLINE REVIEWS

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In addition to our interviews, we also scoured the web to help define an accurate representation of what people go out of their way to publish online. We found that they too were positive.

# PERSONAL INTERVIEW ANALYSIS

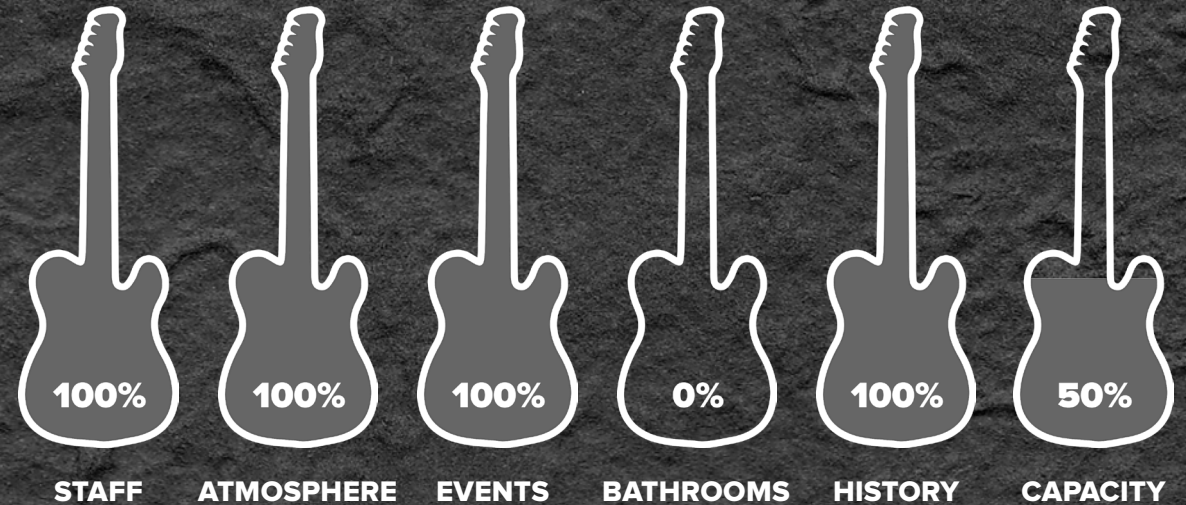
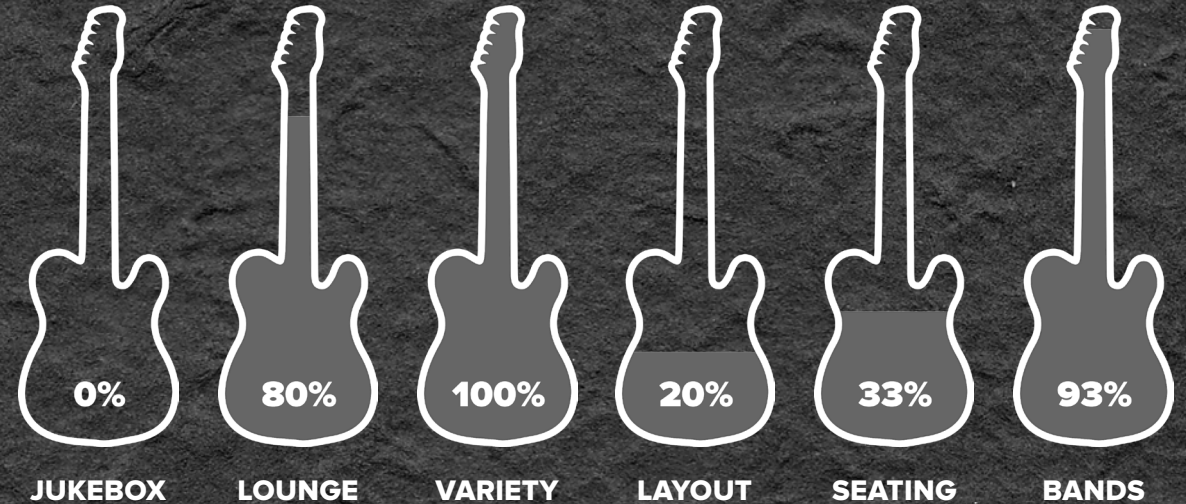
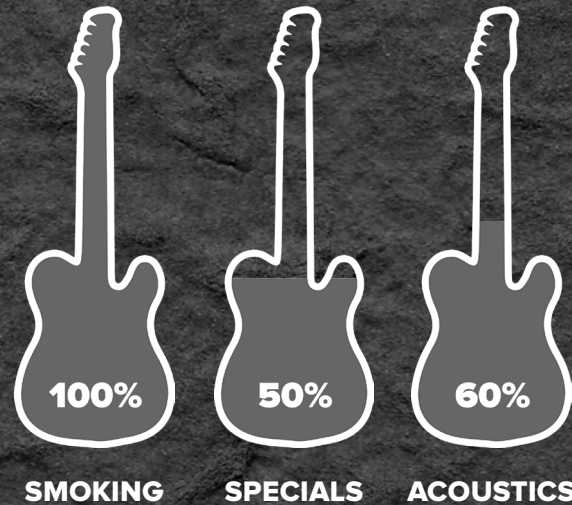


**POSITIVE RESPONSE**



**NEGATIVE RESPONSE**

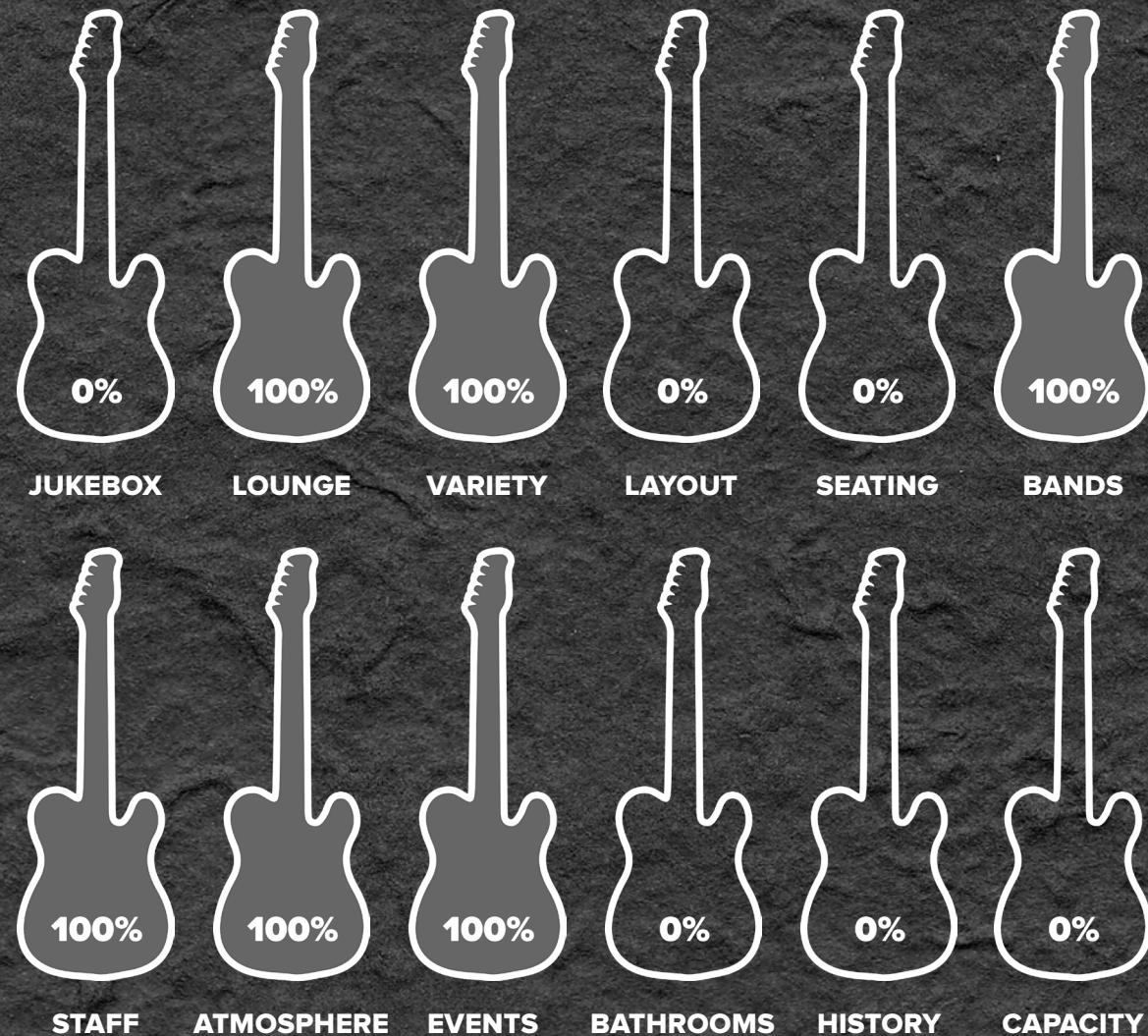
\*Our interview sample came from a First Friday event. We felt that this crowd best represented your target market due to their interests and aesthetics.



# ONLINE PRESENCE ANALYSIS



\*Our data came from analysis of online reviews from sites like Yelp and Facebook.





# AREAS OF OPPORTUNITIES

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



# SIGNAGE & WAYFINDING

**ARTIFACT ANALYSIS** On our next visit, we focused on analyzing the individual objects within the space of the Mel.

Our goal was to understand the physical, social, and cultural context of the objects by examining their material, aesthetic, and interactive qualities.

While analyzing the objects, Dave was kind enough to give the group a guided tour of the space and inform us of the significance of multiple objects.

**OUR DISCOVERIES** We learned that the Mel is indeed historic and filled with significant historical objects. However, the history is not apparent to the average customer.



**OUR DISCOVERIES**  
*continued...*

Opportunity lies in the apparentness of the history at The Historic Melody Inn.

Through observation, we also discovered that the Mel's signage is hard to decipher from all of the other signage that surrounds it.

By addressing the Mel's signage specifically, there is opportunity to create a smoother customer experience.



# 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 enjoyable experience.



# UPKEEP & MAINTENANCE

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## POPULAR MEDIA SEARCH

In order to gain insight from the patrons of the Mel, we used two forms of research. Reading through credible online review sources such as Yelp, Google Reviews, and Facebook, we identified themes by gathering reoccurring statements about the positive and negative aspects of the Mel, as viewed by its patrons.

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## PERSONAL INTERVIEWS

Using the information from the online reviews, we formed questions to interview actual patrons. This allowed us to collect firsthand personal accounts of experiences, opinions, attitudes and perspectives of The Mel.



## OUR DISCOVERIES

WAY more people like the Mel than dislike it and most have positive things to say about it. However, the most mentioned aspect, both online and in person, was the fact of basic maintenance upkeep.

No one expects the Mel to be crystal clean, but keeping areas like the bathroom manageable, patrons are more likely to come back.

There is also opportunity to build community by addressing the years of dust build up in an integrative and productive way.



# ONLINE PRESENCE

**CONCEPT MAPPING** We created a concept map which visually laid out the groups entire existing understanding of the Mel.

We did this by breaking the Mel down into its four main parts - Bar, Business, Entertainment, and Social - and then further expanded on those areas to the best of our knowledge.

**OUR DISCOVERIES** The Mel's online presence is lacking in social media and, more specifically, its website.

Maintaining an up-to-date, user-friendly website can create ample opportunities in the business, entertainment, and social areas of the Mel.

The Historic Melody Inn Indianapolis

AMERICA OWNS THE MOON  
THE BROTHERS GROSS  
THE FUGLEES  
MR CLIT & THE PINK CIGARETTES  
DRAW BLOOD  
THE COUSIN BROTHERS



FRIDAY, OCTOBER 10TH

DOORS AT 7 BANDS AT 8

Home Calendar About Map/Directions Merch Historical Photos Booking Punk



# Vogue

CONCERTS

CALENDAR

DANCE NIGHTS

VOGUE BLOG

OUR HISTORY

CONCERT HISTORY

CONTACT

6259 N. College Ave.  
Indianapolis, IN 46220  
317-259-7029  
Office Hours/Ticket Sales:  
M-F 12p-5:30p  
For Dance Club and  
Concert Hours check  
individual listings.

Join Our Mailing List

Your Email Address

 Follow @thevogue

See Yourself

## FEATURED SHOW



Better Than Ezra

Thu 10/16 - The Vogue

THE VOGUE PRESENTS: SUN KING



CALENDAR DRINK DIRECTIONS ABOUT CONTACT D0317

Enter

FEATURED

HAR

Ballroom Thieves

Fri 10/17 - The HI-FI





# VISUAL IDENTITY

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## 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 patrons can know and share.



# CONCLUSION

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## WHAT WE THINK

In conclusion, so far in our research we have learned that people love The Mel. Going there is a positive experience. The staff is always friendly and the beer is always cold. However, we believe key opportunities to enhance the overall experience lie in these main areas: LAYOUT, HISTORY, SIGNAGE, ONLINE PRESENCE, MAINTENANCE, + VISUAL

## WHAT HAPPENS NEXT

Our goal over the next few weeks will be to synthesize ideas on how to implement these opportunities in an innovative way to amplify the experience at The Melody Inn.



